DOCUMENT RESUME

ED 023 920 08 VT 007 271

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Retail Flower Shop Operation and Management. A Student Handbook.

Pennsylvania State Univ., University Park. Agricultural Experiment Station.

Spons Agency-Office of Education (DHEW), Washington, D.C. Div. of Adult and Vocational Research.

Bureau No-BR-5-0022

Pub Date 68

Contract-OEC-5-85-014

Note-138p.

EDRS Price MF-$0.75 HC-$7.00

Descriptors-*Floriculture, Management, Marketing, *Ornamental Horticulture Occupation, Reference Materials, Salesmanship, *Textbooks, *Vocational Agriculture

Field tested by teachers from the northeastern states who participated in a landscape horticulture teacher's institute July 5-22, 1966, this student reference is one of a series of instructional aids developed by the Pennsylvania State University Department of Agricultural Education. The content includes problem areas of: (1) Exploring Occupational Opportunities in the Retail Flower Shop Business, (2) Uses and Characteristics of Flowers, Plants, and Decorative Materials, (3) Designing with Flowers and Decorative Materials, (4) Using Flower Arrangements, (5) Merchandising and Selling, and (6) Retail Flower Shop Management. Each problem area contains student learning objectives, key questions, new words, and subject material. Supplementary material includes photographs, charts, and a list of references. A teaching guide is available as VT 007 270. (DM)

BR-5-0022
PA-08

ED023920

Retail Flower Shop Operation and Management

A Student Handbook

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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The Pennsylvania State University
College of Agriculture
Agricultural Experiment Station
Department of Agricultural Education
University Park, Pennsylvania

In Cooperation with
The United States Office of Education
Division of Adult and Vocational Research
Educational Resources Development Branch

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Flower arrangements were by Martha Bowman. Pictures were by Robert S. Beese, Assistant in Photography, Agricultural Communications, and Richard W. Tenney, Graduate Assistant, Department of Agricultural Education, or selected from pictures provided by: S. S. Skidelsky and Company, Inc., Ridgefield, New Jersey; George J. Ball, Inc., West Chicago, Illinois; Vosters Nurseries and Greenhouses, Secane, Pennsylvania; Fred C. Gloeckner and Company, Inc., Madison Square, New York; and George W. Park Seed Company, Greenwood, South Carolina.

Introductory Statement

Retail Flower Shop Operation and Management, A Student Handbook, is one of a series of instructional aids being prepared and edited by the Department of Agricultural Education through a contractual agreement between The Pennsylvania State University and the United States Office of Education, Division of Adult and Vocational Research. In addition to the development of instructional aids, the contract provided for two teachers' institutes in landscape horticulture. The first was held July 5 - 22, 1966. The second was held July 3 - 21, 1967.

This Student Handbook has been field-tested by teachers from the northeastern states who participated in the first teachers' institute.

A special advisory committee has provided guidance in the selection of areas of emphasis for which several units of instruction in landscape horticulture have been prepared. The committee has assisted by outlining key problem areas and by suggesting important subject matter information to be included in the content of each unit. In addition to John W. Mastalerz, Peter B. Pfahl, and Darrell E. Walker, who have been cited previously, the following persons have served in an advisory capacity for the development of this unit of instruction: Virgil E. Christensen, Center for Vocational and Technical Education; Daniel E. Koble, Jr., State Supervisor, Secondary Education, State Department of Public Instruction, Dover, Delaware; Charles C. Drawbaugh, Assistant Professor, Agricultural Education, Rutgers, The State University; Alan F. Frank, Head Farm Placement Section, Bureau of Employment Security, Department of Labor and Industry, Harrisburg, Pennsylvania; Earl L. Wagoner, President, The Pennsylvania Flower Growers, Beaver Falls; Mort Silverblatt, President, The Pennsylvania Retail Florist Association, Pittsburgh, Pennsylvania.

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PROBLEM AREA 1

EXPLORING OCCUPATIONAL OPPORTUNITIES IN THE RETAIL FLOWER BUSINESS

Student Learning Objectives

1. To learn about jobs in retail flower shops.
2. To learn the duties performed, the skills needed, the education needed, and the nature of the work in retail flower shops.

Key Questions

1. What are the jobs available in the retail flower shop?
2. What questions should a student ask about a job which he is considering?
3. What are the skills needed by the people engaged in these jobs?
4. Which jobs interest you?
5. What will you need to learn in order to enter the different jobs which interest you?

New Words

Retail - selling to the person who will use the item
Floriculture - the business of growing and selling flowers
Technical - skill in doing a complicated physical job
Manager - the person in charge of a shop
Designer - a person who plans and makes artistic things
Service - doing a physical task
Minimum - least
Aptitude - natural ability
Competency - ability to perform well
Dexterity - skill with the hands
Creative - ability to have new ideas
Schedule - a program including times of events
Merchandise - to sell
Receipts - written records of a sale

JOB OPPORTUNITIES IN THE RETAIL FLOWER BUSINESS

Barney's
FLOWERS
and GIFTS

The sale of cut flowers and pot plants, as well as artificial flowers, has increased rapidly in recent years. This is because of increases in the population and family income, but also because of an increased interest in the use of flowers.

Most flower sales are for (1) funerals, (2) weddings, and (3) special events, such as holidays, birthdays, and anniversaries. Homemakers are using flowers more often to decorate the home for parties. Businessmen are using flowers more often for store or office openings, and for window displays. Young people have been spending more money for flowers. They buy corsages for dances, football games, parties, and birthdays. They use cut flowers and pot plants as gifts more frequently.

Flower sales are likely to increase even more. The present need for workers in the retail flower shop business has not been met. Well trained people in this work can expect to find employment easily. Occupations in the retail flower business may be listed as:

1. Professional
    a. Teacher of retail floriculture
    (Other professional people may be employed in marketing, sales promotion and advertising)
2. Managerial and Supervisory
    a. Retail flower shop owner
    b. Retail flower shop manager
3. Technical
    a. Flower Designer
4. Service workers
    a. Salesperson
    b. Office worker
    c. Delivery man

A summary of the minimum skills for the jobs listed above is given on the following pages. Students will want to carefully study these skills and compare them with their own skills and interests.

You may want to read more about careers in floriculture in reference No. 19, "Opportunities for You in the Florist Industry," written by the Society of American Florists.

Teacher of Retail Floriculture

Duties Performed

Plans and conducts classes, demonstrations, and field trips
Helps students attain knowledge and develop skills
Teaches units such as:
  flower shop management, designing, product knowledge, etc.
Supervises student work experience programs (on the job training)

Job Description

Outlook	very good
Salary	$7,500-$14,000
Duties	varied
Daily schedule	regular hours
Yearly employment	stable
Location of work	indoors
Physical work	light

Aptitudes and Competencies Needed

	None	Little	Some	Much
Aptitudes				
Verbal				x
Manual dexterity				x
Mathematical		x		
Creative				x
Artistic				x
Reading				x
Competencies				
Leadership				x
Organizational				x
Sales				x

Educational level --	Minimum Education Required to Perform the Occupation
Less than high school	
High school	
Post high school	
College	x

Retail Flower Shop Owner

Duties Performed

May manage the shop

May hire a manager and help him in making operational decisions

Makes major decisions involving such matters as financing, expansion, or relocation

Hires and trains employees

Aptitudes and Competencies Needed

	None	Little	Some	Much
Aptitudes				
Verbal				x
Manual dexterity				x
Mathematical			x	
Creative				x
Artistic				x
Reading				x
Competencies				
Leadership				x
Organizational				x
Sales				x

Job Description

Outlook	very good
Salary	$3,000-$20,000
Duties	decision making
Daily schedule	flexible
Yearly employment	stable
Location of work	indoors
Physical work	medium

Educational Level -- Minimum Education Required to Perform the Occupation

Less than high school	
High school	
Post high school	x
College	

Retail Flower Shop Manager

Duties Performed

- Employs, trains, and supervises flower designers, salespersons, and deliverymen
- Plans work schedules
- Orders supplies and takes inventories, coordinates all buying
- Prices products to be sold
- Coordinates sales promotion and advertising
- Supervises record keeping

Aptitudes and Competencies Needed

	None	Little	Some	Much
Aptitudes				
Verbal				x
Manual dexterity			x	
Mathematical			x	
Creative				x
Artistic			x	
Reading				x
Competencies				
Leadership				x
Organizational				x
Sales				x

Job Description

Outlook	very good
Salary	$5,000-beginning $10,000-maximum
Duties	varied
Daily schedule	regular hours
Yearly employment	stable
Location of work	indoors
Physical work	medium

Educational level -- Minimum Education Required to Perform the Occupation

Less than high school	
High school	
Post high school	x
College	

Flower Designer

Duties Performed

Designs and constructs:
  a. home and hospital arrangements
  b. funeral designs
  c. corsages
  d. arrangements for special occasions
Selects plant materials and other supplies
May develop decorative schemes

Aptitudes and Competencies Needed

	None	Little	Some	Much
Aptitudes				
Verbal			x	
Manual dexterity				x
Mathematical			x	
Creative				x
Artistic				x
Reading		x		
Competencies				
Leadership		x		
Organizational			x	
Sales	x			

Job Description

Outlook	very good
Salary	$1.75-$3.00/hour
Duties	specialized
Daily schedule	regular hours
Yearly employment	stable
Location of work	indoors
Physical work	light

Educational level -- **Minimum Education Required to Perform the Occupation**

Less than high school	
High school	x
Post high school	
College	

Salesperson

Duties Performed

Welcomes customers to the store
Advises customers
Shows flowers or arrangements
Sells merchandise
May package orders
Records phone numbers, addresses, and other pertinent information
Takes orders by phone

Job Description

Outlook	good
Salary	state minimum wage $1.40-$1.90
Duties	routine
Daily schedule	regular hours
Yearly employment	stable
Location of work	indoors
Physical work	light (much standing)

Aptitudes and Competencies Needed

	None	Little	Some	Much
Aptitudes				
Verbal				x
Manual dexterity		x		
Mathematical				x
Creative			x	
Artistic		x		
Reading			x	
Competencies				
Leadership			x	
Organizational			x	
Sales				x

Educational level -- Minimum Education Required to Perform the Occupation

Less than high school	
High school	x
Post high school	
College	

Office Worker

Duties Performed

- Keeps books
- Bills customers
- Files sales receipts and other information
- Types letters and reports
- Answers the phone
- May operate the cash register
- May do some sales work

Aptitudes and Competencies Needed

	None	Little	Some	Much
Aptitudes				
Verbal			x	
Manual dexterity			x	
Mathematical				x
Creative	x			
Artistic	x			
Reading				x
Competencies				
Leadership		x		
Organizational				x
Sales			x	

Job Description

Outlook	good
Salary	$1.40-$2.00/hour
Duties	routine
Daily schedule	regular hours
Yearly employment	stable
Location of work	indoors
Physical work	light

Educational Level -- Minimum Education Required to Perform the Operation

Less than high school	
High school	x
Post high school	
College	

Deliveryman

Duties Performed

May package orders
Loads flowers into compartments in the delivery truck
Delivers flowers to persons, addresses, or departments
May repair damaged arrangements
Handles customer receipts
Does other jobs in spare time

Aptitudes and Competencies Needed

	None	Little	Some	Much
Aptitudes				
Verbal			x	
Manual dexterity				x
Mathematical		x		
Creative	x			
Artistic	x			
Reading			x	
Competencies				
Leadership	x			
Organizational	x			
Sales			x	

Job Description

Outlook	good
Salary	$1.40-$1.90/hour
Duties	variable
Daily schedule	regular hours
Yearly employment	stable
Location of work	indoor & outdoor
Physical work	medium

Educational level	-- Minimum Education Required to Perform the Occupation
Less than high school	
High school	x
Post high school	
College	

PROBLEM AREA 2

USES AND CHARACTERISTICS OF FLOWERS, PLANTS, AND DECORATIVE MATERIALS

Student Learning Objectives

1. To learn to identify certain cut flowers, flowering pot plants, and foliage plants commonly sold by florists.
2. To learn the following uses and characteristics of cut flowers:
   a. the most popular uses
   b. the most popular colors
   c. when available
   d. how they are sold
   e. the shape of flower
3. To learn the following uses and characteristics of pot plants:
   a. the most popular uses
   b. when they are sold
   c. how they are sold
   d. the most popular colors of flowering pot plants
4. To learn the following uses and characteristics of foliage plants:
   a. the most popular uses
   b. color of plants
   c. habit of growth
   d. height of plant
5. To learn the following uses and characteristics of florist greens (cut foliage):
   a. the most popular kinds
   b. how they are stored
   c. how they are used

Key Questions

1. What are the most popular cut flowers used by florists?
2. What are the most popular flowering pot plants used by the florist?
3. What are the most popular foliage plants used by florists to make flower arrangements?
4. What colors are most popular for the cut flowers and flowering pot plants commonly sold by retail flower shops?

5. How are cut flowers and flowering and foliage pot plants priced?
6. What flowers are used primarily on holidays?

New Words

Characteristics - qualities

Product knowledge - information on a saleable item

Variation - change

Arrangement - a floral design in a container

Vase-life - the number of days cut flowers last

Classes - a group of plants having similar qualities

Preservative - a material that prolongs the usefulness of something perishable

Keeping quality - the same as vase-life

Floret - one flower of many in a cluster

Centerpiece - a floral design to be placed in the center of a table

Boutonniere - a flower worn on a coat lapel

Spray of flowers - a loose cluster of flowers

USES AND CHARACTERISTICS OF FLOWERS, PLANTS, AND DECORATIVE MATERIALS

Successful employment in the retail flower shop depends largely upon knowledge of use and handling of a highly perishable product -- flowers. Everyone working in a flower shop should be able to recognize good quality flowers. A profitable business and good wages for employees depend on the product knowledge of the owner or manager of a business. The quality of a spray of flowers or a corsage depends on the product knowledge and skill of the designer. The income of a flower shop is directly related to the salesman and how well he knows the products he sells. The deliveryman should know how to guard against bruising of petals or freezing of plants if the flowers he handles are to be delivered in good condition.

Employees in the flower industry should know the names of (1) cut flowers, (2) foliage and flowering pot plants, (3) and greens for design work. He should recognize decorative materials such as: (a) containers, (b) ribbon, (c) netting, and (d) holding devices. He should also know how all of these are used.

A knowledge of the quality, price, and availability of products in the trade is important in the florist business. An understanding of seasonal variations in all three is also important.

Customers will ask you how to care for their plants and flowers. You will want to read about this in greater detail in reference no. 11, Flowers and Plants -- Their Care and Arrangement.

Flowering Pot Plants

Most pot plants will last 14 to 21 days with good care. Ten of the most popular flowering pot plants are:

1. Poinsettia
2. Azalea
3. Easter lily
4. Chrysanthemum
5. Geranium
6. Hydrangea
7. African Violet
8. Begonia
9. Gloxinia
10. Cyclamen

Foliage Pot Plants

With proper care many foliage pot plants will last 6 to 9 months or longer in the home. Some are tolerant of low light intensity. Eleven of the most often used foliage pot plants are:

1. Philodendron
2. Peperomia
3. Dracaena
4. Dieffenbachia
5. Pothos - Devil's Ivy
6. Chinese Evergreen
7. Rubber Plant
8. Dwarf Palm
9. Schefflera
10. Sansevieria
11. Boston Fern

Foliage for Flower Arrangements (Greens)

Some foliages are locally produced, but many are from outdoor production in California, Oregon, Florida, and Puerto Rico. Most greens will last from 10 to 14 days. Twenty of the most commonly used greens are:

1. Salal
2. Huckleberry
3. Arborvitae
4. English Ivy
5. Eucalyptus
6. Podocarpus
7. Galax
8. Laurel
9. White Pine
10. Rhododendron
11. Privet
12. Hemlock
13. Oregon Flat Fern
14. Boxwood
15. Ti Leaves
16. Asparagus Fern
17. Mountain Fern
18. Baker Fern
19. Emerald Palm
20. Magnolia

CHARACTERISTICS OF CUT FLOWERS

Rose
(Rosa hybrid)

The two classes of roses sold in the retail trade are Hybrid Teas and Floribundas (referred to by retail florists as "Sweetheart" roses). The Hybrid Tea rose has large, single stem flowers. The flowers of Sweetheart roses are smaller and have shorter stems than Hybrid Teas. Although the Sweetheart roses are increasing in popularity because they last longer, and are more useful in medium to small arrangements, the Hybrid Teas are at present more popular.

Foliage Pot Plants

With proper care many foliage pot plants will last 6 to 9 months or longer in the home. Some are tolerant of low light intensity. Eleven of the most often used foliage pot plants are:

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3. Arborvitae
4. English Ivy
5. Eucalyptus
6. Podocarpus
7. Galax
8. Laurel
9. White Pine
10. Rhododendron
11. Privet
12. Hemlock
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CHARACTERISTICS OF CUT FLOWERS

Rose
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The two classes of roses sold in the retail trade are Hybrid Teas and Floribundas (referred to by retail florists as "Sweetheart" roses). The Hybrid Tea rose has large, single stem flowers. The flowers of Sweetheart roses are smaller and have shorter stems than Hybrid Teas. Although the Sweetheart roses are increasing in popularity because they last longer, and are more useful in medium to small arrangements, the Hybrid Teas are at present more popular.

Roses, especially Hybrid Teas, are very short lived. They usually last only three or four days unless the water in which they are placed contains a flower preservative. In the flower shop the flower lasts longer if kept cool. The most popular color of the Hybrid Tea rose is red, followed by yellow, pink, white, and orange red. Red, light pink, yellow, and white are the most popular colors of Sweetheart roses. Many roses are grown locally; however, some are shipped in from California or Colorado.

Chrysanthemums
(Chrysanthemum morifolium)

Cut flower chrysanthemums are broadly classified into four types: standards (mums), pompons (sprays), disbuds, and fujiis.

Standards are large (3 - 5 inch diameter), single stem, round flowers. Pompons have branched stems resulting in a spray of smaller flowers. The individual flowers of pompons may be 1 to 2 inches in diameter. They come in a wide variety of colors, petal forms, and spray formations. Fujiis are single stem flowers. They have a tubular petal form which gives the flower a stringy appearance. A disbud is a pompon chrysanthemum which has had the side buds removed to allow just one flower on the stem to develop. It is larger in size than an individual pompon, but smaller than a standard.

Chrysanthemums are very popular flowers as cut flowers. They will last up to three weeks with proper care. They come in a full range of colors (excluding blue), sizes, and petal forms, and are available year-round. Some are grown locally, but most are grown and shipped from Florida.

Carnations
(Dianthus caryophyllus)

Carnations are among the most popular cut flowers for design work. They may be classified as either regulars or miniatures. Regulars have one 2 - 3 inch bloom per stem. Miniatures, the small spray types, are a novelty, but are becoming more popular. A variety of colors is available. The white carnation is the most popular color, followed by light pink and red. Yellow and variegated carnations are used to a limited extent. White carnations are often tinted to make a wide range of colors available.

The keeping quality of carnations is excellent. They will keep about one week to ten days. Some are grown locally, but most are shipped from California, Colorado, and the Carolinas.

Gladioli
(*Gladiolus hybrid*)

Gladioli are the "main stay" of the funeral business. They have many florets born on a spike on stems from 2½ to 4 feet in length. They come in a full range of colors including clear tones and smoky shades. They are most often used for making large flower arrangements for funerals, store openings, and church altars. Individual florets are sometimes combined to make "Glamelia" corsages. A Glamelia corsage is a corsage made by stringing the florets as one would string beads. Gladioli are grown outdoors in Florida and the Carolinas during fall, winter, and spring. They are also grown outdoors in northern states, but only during the summer.

Snapdragons
(*Antirrhinum majus*)

Snapdragons are used by florists to make funeral designs, hospital arrangements, centerpieces, and other home arrangements. The flowers consist of florets distributed along the upper portion of a stem from 18 to 30 inches long. They come in a full range of colors (excluding blue) and are available year-round. The keeping quality is good. Snapdragons last seven to ten days. However, the flowers bruise easily, and the spike tips turn upward if placed in a horizontal position. This makes them difficult to ship long distances. Therefore, they are usually grown within 50 to 100 miles of the wholesale florist selling them.

Stocks
(Mathiola incana)

Stocks are often used by florists to make vase arrangements, centerpieces, and funeral designs. Stocks have irregularly shaped florets on a spike with stems from 18 to 30 inches long. They are very fragrant. The color range includes white, soft yellow, pink, rose, red, lavender, and purple. The colors most often used are white, pink, and lavender. Their keeping quality is fair; stocks last about five days. A few stocks are grown locally in greenhouses, but most are grown in fields in the southwest.

Asters
(Callistephus chinensis)

Asters are often used by florists in home and hospital arrangements and funeral vases or baskets. They resemble disbud chrysanthemums in appearance. They make desirable cut flower materials because they offer a wide selection of size, petal form, and colors. Colors available include white, cream, pink, rose, red, blue, lavender, and purple. The most popular colors are white and light pink. Asters are grown mostly as an outdoor crop in California and the southwest.

Bulb Flowers

Easter lilies (Lilium longiflorum), daffodils (Narcissus hybrid), tulips (Tulipa hybrid), and iris (Iris xiphium) are frequently used in bouquets, funeral designs, and home arrangements. They are usually available only in the spring.

Easter lilies are one of the oldest and most admired plants in the world. They have large white trumpet-shaped flowers, which may measure up to five inches in length. They have slender green foliage. The keeping quality of lilies is fair. As cut flowers, they are used mainly for church decorations and funeral designs.

Daffodils have cup-and-saucer-shaped yellow or white flowers and grass-like foliage. The flower's head measures about 1½ to 2½ inches in diameter and is made up of six medium sized sepals and petals in a circle surrounding a ruffled cup. Cut daffodils should be used just as the petals are separating. They keep fairly well, and are used in vase arrangements for the home and hospital.

Tulips have brilliantly colored flowers in a full range of colors. They have one 2 to 3 inch cup-shaped flower on a single stem with wide blade-like foliage. Their keeping quality is good if used in the advanced bud stage (well-colored, but not open). They are frequently used in vase arrangements for the home.

Iris are single stemmed, medium sized flowers which have an open petal arrangement. The most popular colors are blue, yellow, and white. Fair keeping quality and limited availability of the iris tend to restrict its use as a cut flower to funeral designs and vase arrangements. In some instances, it is used in spring corsages.

Most cut flowers grown from bulbs are grown near the cities in which they are sold, but some are shipped from Oregon and Washington.

Orchids

(Hybrids of Cattleya, Cymbidium,
Paphiopedilum, Phalaeonopsis, and others)

Orchids are considered by some people to be the best of all flowers. The two types of orchids of greatest commercial importance are the Cattleya and the Cymbidium. Of these two, the Cattleya is most popular. It has large blooms (some measuring eight inches in diameter) and long sepals and petals which surround a trumpet-shaped "lip." The most popular Cattleya is purple and white. Cymbidiums have smaller flowers which grow in sprays. However, the flowers are separated from the spray and used individually or in pairs. The Butterfly Orchid (Phalaeonopsis) is often used for bridal bouquets. The Ladyslipper Orchid (Paphiopedilum) is sometimes used as a corsage flower and for small arrangements. The striking beauty and excellent keeping quality of Cattleyas and Cymbidiums make them ideal for corsages and small arrangements. Orchids are grown in greenhouses near the most populated parts of the United States.

Gardenias
(*Gardenia grandiflora*)

Gardenias are noted for their pure white double flowers and sweet fragrance but have only fair keeping quality. Although other flowers are currently more popular, the gardenia is still preferred by many people, expecially for use in bridal bouquets and corsages. Their large velvety white petals are very delicate and turn brown when touched. Consequently, they must be handled with extreme care. They are sold to retailers as "tailored" flowers. This means that they have already been wired and combined with foliage. This eliminates extra handling. Gardenias are grown in greenhouses near the most populated parts of the United States.

CHARACTERISTICS OF FLOWERING POT PLANTS

Poinsettia
(*Euphorbia pulcherrima*)

Poinsettias have been very popular as a Christmas plant for many years. Recently it has also been sold in limited quantities for Mother's Day. The colorful parts are called "bracts" because they are not true petals. The colors are red, white, and pink. The flower heads may last as long as three months in the home if given good care. Poinsettias are very sensitive to freezing, and must be carefully wrapped before leaving the flower shop in cold weather.

Azalea
(*Rhododendron obtusum hybrid*)

Azaleas are sold from Christmas to Easter. They are popular at holidays and between holidays too. In the flower shops of larger cities they are sometimes sold all through the year. Depending upon the variety, the flowers range from one to three inches in diameter. The colors are red, pink, salmon, and white, or combinations of these. The flowers have a crisp appearance, and the leaves are small. They will last up to two weeks under home conditions. The soil must be kept moist at all times. A severe wilting will destroy the plant.

Easter Lily
(Lilium longiflorum)

Easter lilies are sold as potted plants at Easter. A few are sold as cut flowers. They have long, pointed leaves and from three to five large, white trumpet-shaped flowers. They will last about one week if sold with the first bloom open. The blooms last longer if the pollen sacs are taken out before the pollen is shed. When the flowers have faded, the customer may plant an Easter lily in his garden. With good care it will bloom again in July or August of the same year.

Chrysanthemum
(Chrysanthemum morifolium)

This is the second most popular of all pot plants (the Geranium is first). It is available the entire year. The color range includes all colors but blue. The most popular colors are white, yellow, and pink. If the customer receives a chrysanthemum plant in which the flower centers are still slightly greenish, the plant may be expected to last about 14 days. In spring some greenhouses sell varieties that will flower again in the garden in early fall if they are planted out after the flowers fade in the home. These dual purpose plants are referred to as "Green Chrysanthemums."

Geranium
(Pelargonium hortorum)

More Geraniums are sold than any other pot plant. They are sold in the spring. They are usually used in flower beds, planters, and window boxes for their colorful effect during spring, summer, and early fall. The rounded flower heads are red, salmon, pink, or white.

Hydrangea
(Hydrangea macrophylla)

Hydrangeas are sold for spring holidays. They have from three to six ball-shaped flower heads that are six to eight inches in diameter.

They are very sensitive to dry soil. It is sometimes recommended that they be watered each day by emersing the pot in a bucket of water for about ten minutes. With good care they will last about ten days in the home. In protected places from Philadelphia southward they may be planted outdoors after the blooms have faded. Outdoors they develop into shrubs up to six feet tall and flower in late June.

African Violet
(*Saintpaulia ionantha*)

African Violets are popular as semi-permanent flowering house plants. With good care they may last several years in the home. They are about a foot high (including the pot) and up to a foot across. The leaves are very brittle and covered with soft hairs. The blooms are up to one inch across. Orange and yellow are the only colors not found in this plant. They must be watered with room-temperature water to avoid spotting of the leaves. Direct sunlight during spring, summer, and fall months will severely burn the leaves. Many of them are sold during the fall months, but most flower shops have some for sale all through the year.

Wax Begonia
(*Begonia semperflorens*)

Wax Begonias have waxy leaves and bright, thick-petaled flowers in loose clusters. They are sold mostly in the spring as house plants, or for planting outdoors in shady places for summertime color. The colors are red, pink, salmon, and white. The foliage and stems are very fleshy and brittle, so they must be handled carefully to avoid damage.

Gloxinia
(*Sinningia speciosa*)

Gloxinias are sold from Christmas through late spring. They have large fleshy and hairy leaves. The flowers are large and bell-shaped. The colors are similar to those of African Violets, and, being closely related, require similar care. They are used as flowering house plants, and may be expected to last for six months or more if well cared for. Because the leaves are large and somewhat brittle, wrapping requires special care.

Cyclamen
(Cyclamen indicum giganteum)

Cyclamen plants are available from December until May. The plants have large fleshy (but not brittle) leaves, and crisp-looking large blooms on stems standing above the foliage. The plants are about 15 inches high, and about 12 inches across. The colors are red, salmon, pink, rose, lavender, and white. They will last about 10 days in a warm room; but if placed in a bright window where the temperature is near 50° F., and kept properly watered, they may continue to flower freely for several months.

Additional Flowering Pot Plants

Some additional flowering pot plants sometimes sold in flower shops are: Cineraria, with colored daisy-like flowers in large heads; Tuberous-Rooted Begonias, with fleshy six-inch blooms; Christmas Cherry, with one-inch bright orange-red fruits; and flowering bulbs such as Tulips and Hyacinths.

CHARACTERISTICS OF FOLIAGE PLANTS

Foliage plants are tropical plants that have been selected for their ability to grow well under the low relative humidity, high temperatures, and low light intensity conditions of homes and office buildings. They are grown for their decorative foliage. Most have inconspicuous flowers, or rarely flower away from their native climate. Most are slow growing, and may be expected to perform well for about four to six months. At the end of that time they may need to be replaced, or repotted into a larger container. Large specimens are sometimes used in large banks, office buildings, or public buildings. Some florists contract to plant and maintain large plantings of foliage plants in such buildings.

There are hundreds of kinds. You can read more about them in reference no. 8, Exotica III. If you find a plant that you do not know, this reference with its many photographs will help you find out what it is.

CHARACTERISTICS OF FLORIST GREENS (Cut Foliage)

Florist Greens are cut foliage from greenhouses, greens farms in Florida and Puerto Rico, and wild plants in the northeast, northwest, west, and southern United States. Some also come from Hawaii. Your handbook has illustrations of some of the commonly used ones, but there are many more. All of them have in common the ability to stand up well after having been shipped long distances. Most can be kept for a month under refrigeration. All fresh foliages will outlast the flowers with which they are used. Fresh Greens have bright colors. Old Greens have dull colors and often have brittle leaves and stems, and will last only a day or two in a warm room.

Cut Flowers

Hybrid Tea Rose
(Rosa hybrid)

Uses: Hospital arrangements, corsages, boutonnieres, centerpieces, funeral designs

Colors: Reds, yellow, pink, white, and orange red

Keeping Quality: Even with proper care, they last only three to five days

Season: Year-round - special markets are Christmas, Valentine's Day, Easter, and Mother's Day

Priced: According to stem length and in bunches of twenty-five (wholesale), and twelve (retail)

(Picture courtesy of George E. Rose, Shenandoah, Iowa)

Floribunda (Sweetheart) Rose
(Rosa hybrid)

Uses: Hospital arrangements, corsages, centerpieces

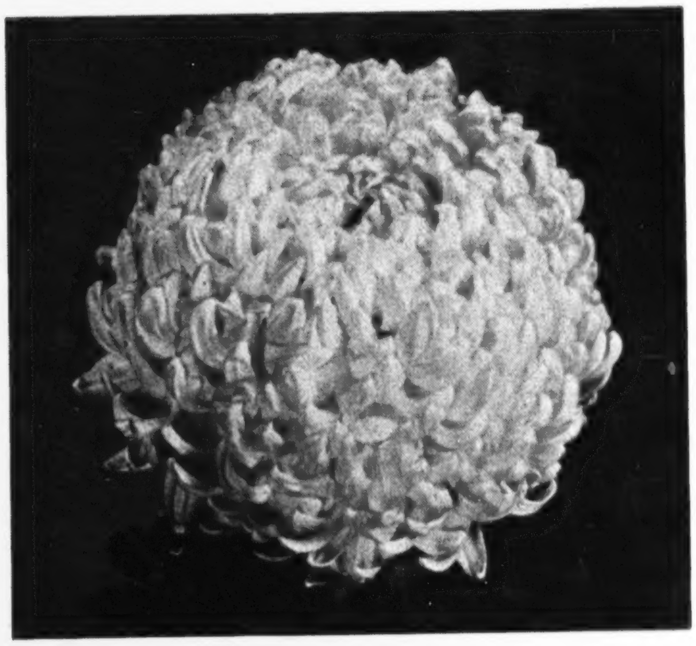
Colors: Red, light pink, yellow, and white

Keeping Quality: Good and better than Hybrid Teas

Season: Year-round

Priced: Bunches of twenty-five (wholesale), and twelve (retail)

Standard Chrysanthemum
(Chrysanthemum morifolium)



Uses: Corsages, home arrangements, and funeral designs

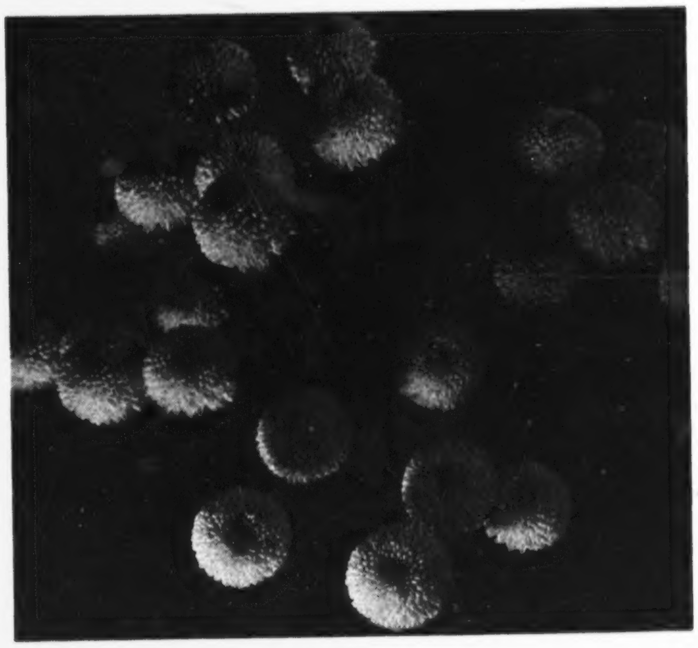
Colors: Yellow, white, or bronze are most popular

Keeping Quality: Excellent

Season: Available year-round

Priced: By the dozen and according to the flower size (wholesale and retail)

Pompon Chrysanthemum
(Chrysanthemum morifolium)



Uses: Funeral baskets and vases, hospital arrangements, and centerpieces

Colors: Yellow, white, bronze, and lavender are most popular

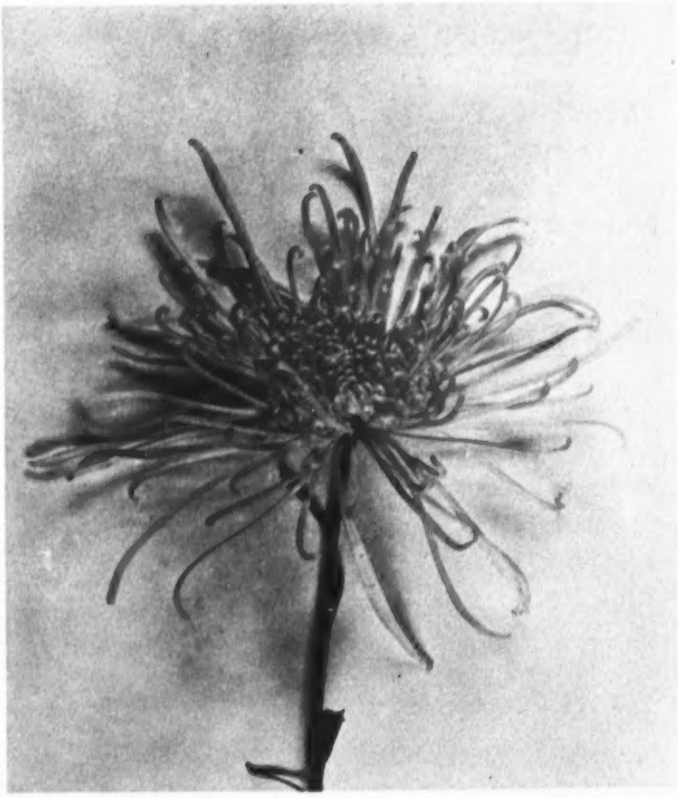
Keeping Quality: Excellent

Season: Available year-round

Priced: By 9 - 12 ounce bunches (wholesale and retail)

(Pictures courtesy of George J. Ball, Inc., West Chicago, Illinois)

Fujii Chrysanthemum
(Chrysanthemum morifolium)



Uses: Funeral sprays, funeral baskets, centerpieces, and hospital arrangements

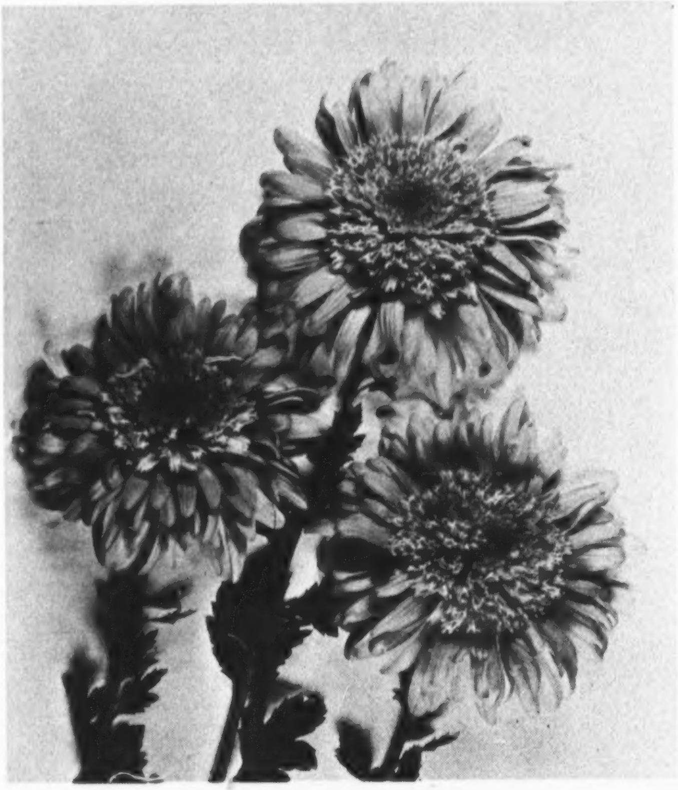
Colors: Yellow, white, bronze, and lavender are most popular

Keeping Quality: Excellent

Season: Available year-round

Priced: By the dozen according to stem length and flower size (wholesale and retail)

Disbud Chrysanthemum
(Chrysanthemum morifolium)



Uses: Centerpieces, hospital arrangements and funeral designs

Colors: White, yellow, and bronze are most popular

Keeping Quality: Excellent

Season: Available year-round

Priced: By the dozen (wholesale and retail)

Regular Carnation
(Dianthus caryophyllus)

Uses: Boutonnieres, centerpieces, funeral designs, corsages, and vase arrangements

Colors: Red, white, pink, and yellow, novelty

Keeping Quality: Excellent

Season: Available year-round

Priced: By stem length, flower size, and in bunches of twenty-five stems (wholesale) and twelve (retail)

Miniature Carnation
(Dianthus caryophyllus)

Uses: Corsages and centerpieces

Colors: Variegated, light pink, white, and red

Keeping Quality: Excellent

Season: Available year-round

Priced: By bunches of twenty-five to thirty open blooms (wholesale and retail)

Gladiolus
(Gladiolus hybrid)

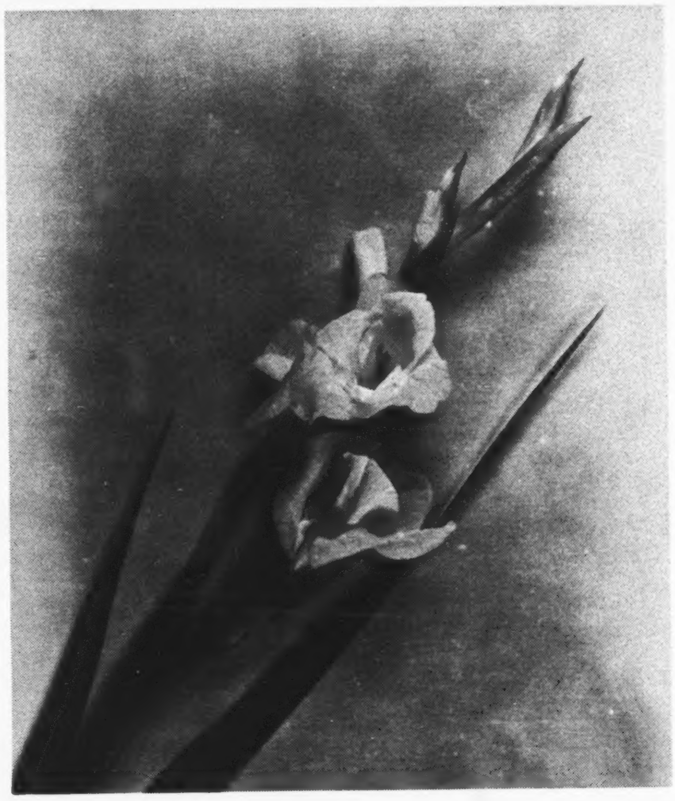
Uses: Funeral vases or baskets and vase arrangements for the home or hospital

Colors: All colors

Keeping Quality: Good

Season: Year-round

Priced: By the dozen and according to size of the flower spike (wholesale and retail)



Snapdragon
(Antirrhinum majus)

Uses: Hospital and home arrangements, centerpieces, and funeral designs

Colors. All colors

Keeping Quality: Good

Season: Available year-round

Priced: By the dozen and according to the spike size (wholesale and retail)

(Picture courtesy of George J. Ball, Inc., West Chicago, Illinois)

Aster
(Callistephus chinensis)

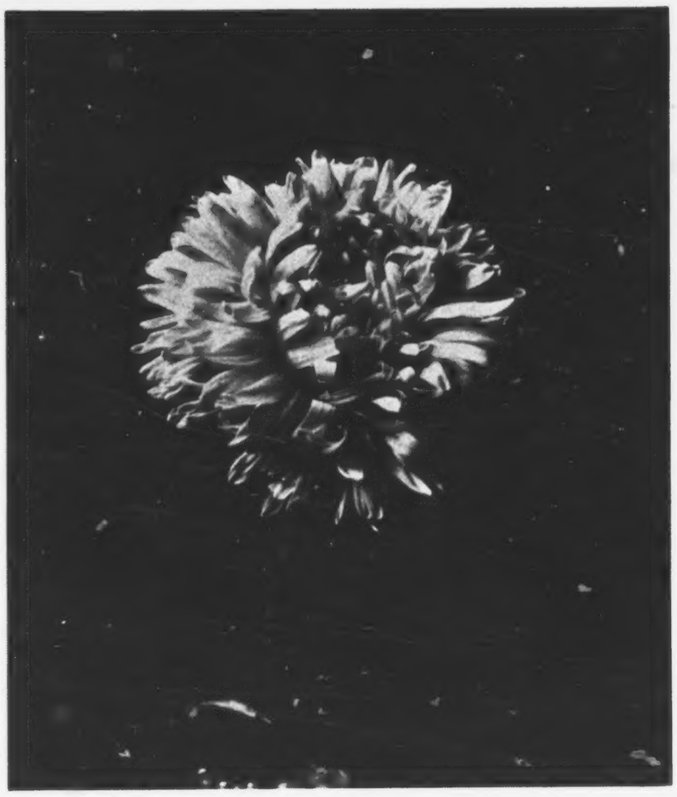
Uses: Home and hospital arrangements, funeral baskets, and sprays

Colors: Full range

Keeping Quality: Good

Season: Year-round

Priced: By the dozen (wholesale and retail)



Stock
(Matthiola incana)

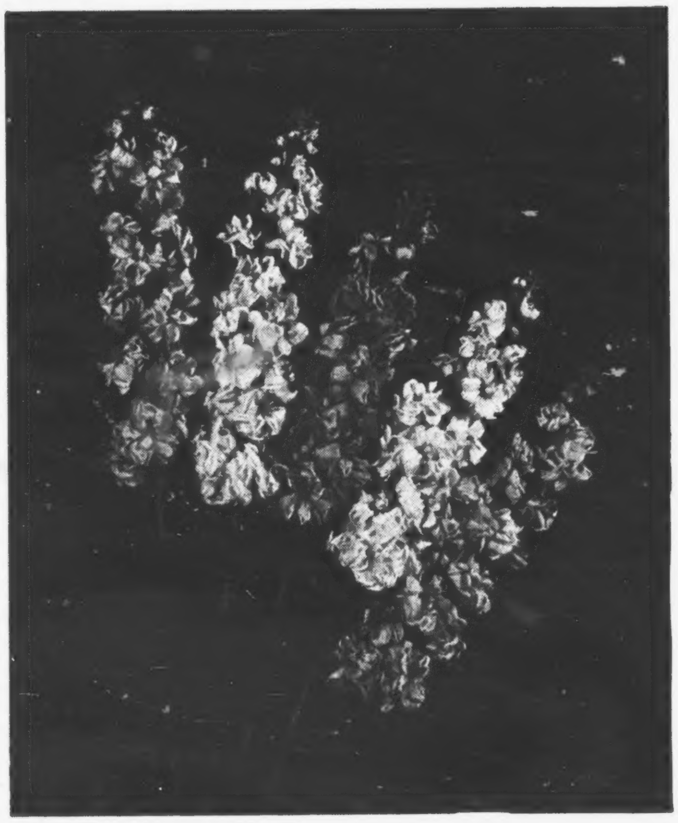
Uses: Home or hospital arrangements, and funeral designs

Colors: White, pink, and lavender are the most popular colors

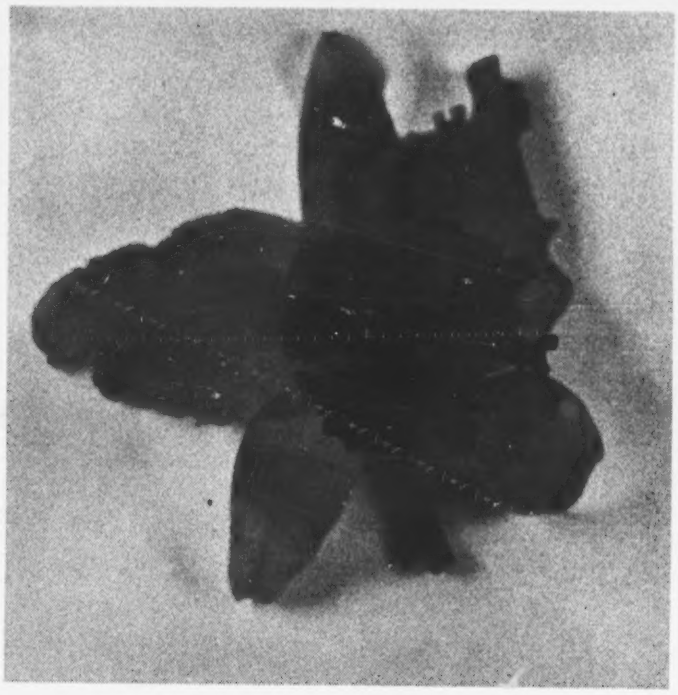
Keeping Quality: Fair

Season: Not available in the summer or fall

Priced: Bunches of six or twelve (wholesale) and twelve (retail)



Orchid
(Cattleya hybrid)



Uses: Corsages, wedding bouquets, funeral sprays, and arrangements

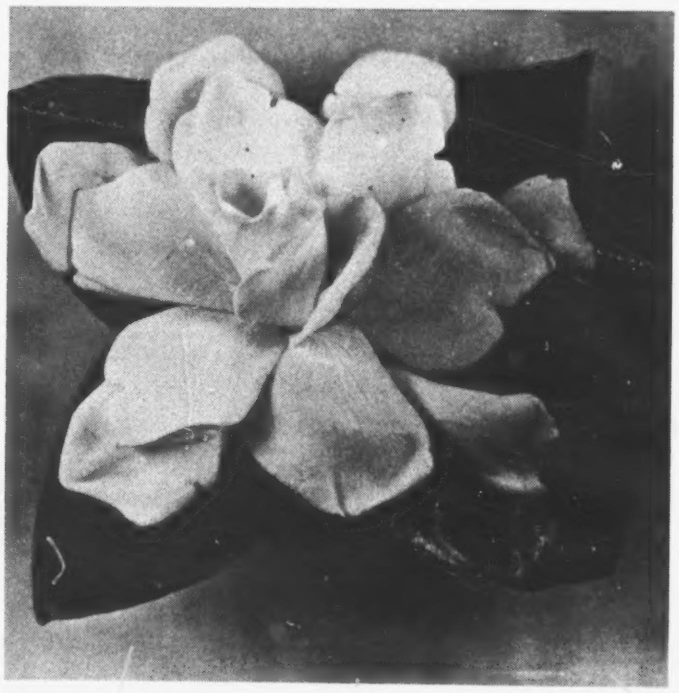
Colors: Cattleyas: white and lavender; Cymbidium: yellow, brown, green, and lavender (see pp. 86 and 88)

Keeping Quality: Excellent

Season: Cattleyas - year-round; Cymbidiums - spring

Priced: Individually by size of flower (wholesale and retail)

Gardenia
(Gardenia grandiflora)



Uses: Corsages, wedding bouquets, and small vase arrangements

Color: White

Keeping Quality: Fair

Season: Year-round

Priced: By the size of the flower in boxes of 8, 10, or 12 flowers to the box (wholesale), and individually (retail)

Tulip
(Tulipa hybrid)

Uses: Home and hospital arrangements

Colors: Red, white, yellow, orange, and purple

Keeping Quality: Fair

Season: Spring

Priced: By the dozen (wholesale and retail)

Iris
(Iris xiphium)

Uses: Home and hospital arrangements, and corsages

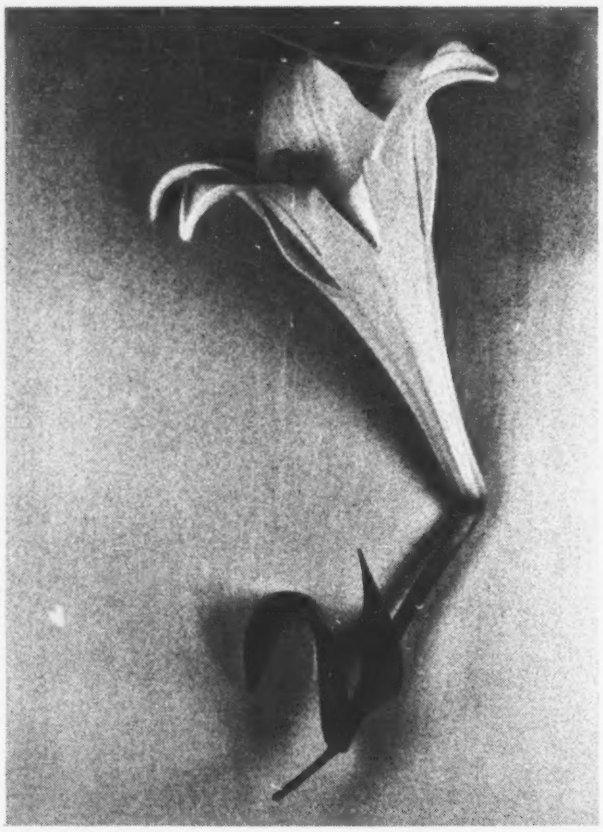
Colors: Blue, yellow, and white

Keeping Quality: Fair

Season: Winter and spring

Priced: By the dozen (wholesale and retail)

Easter Lily
(Lilium longiflorum)



Uses: Funeral designs and vase arrangements

Colors: Mainly white

Keeping Quality: Fair

Season: Most abundant in spring

Priced: By the stem or individual flower (wholesale and retail)

Daffodil
(Narcissus pseudo-narcissus)

Uses: Home and hospital arrangements

Colors: Yellow is most popular

Keeping Quality: Good

Season: Most abundant in spring

Priced: By the dozen (wholesale and retail)

Flowering Pot Plants

Poinsettia
(Euphorbia pullcherima)

Priced: According to number of flowers and pot size

Colors: Red, white, and pink

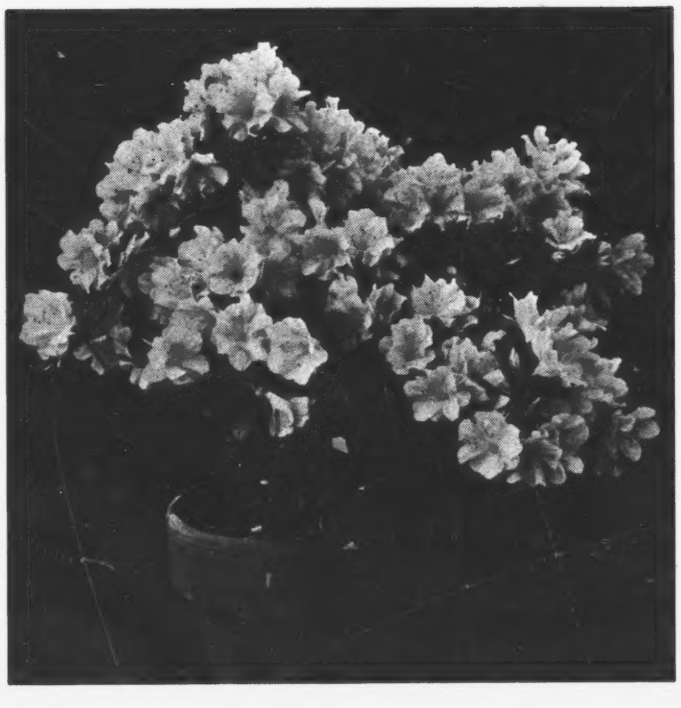
Season: Christmas

Azalea
(Rhododendron obtusum hybrid)

Priced: According to pot size (6-12 inch range)

Colors: Red, pink, white, and variegated

Season: Winter through spring, and especially Christmas, St. Valentine's Day, and Easter



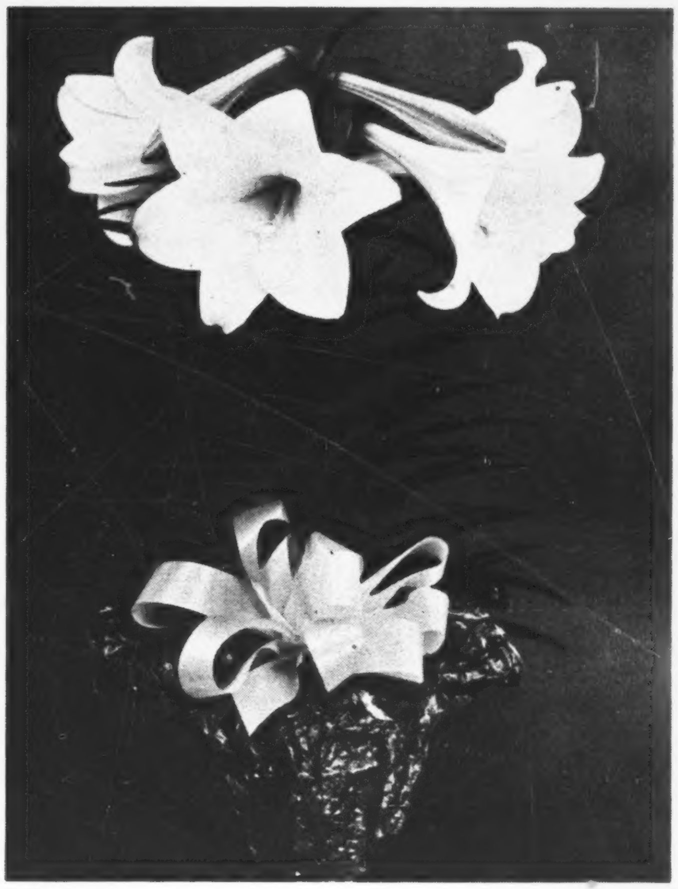
(Picture courtesy of George J. Ball, Inc., West Chicago, Illinois)

Easter Lily
(Lilium longiflorum)

Priced: According to the number of flowers and buds

Color: White

Season: Easter

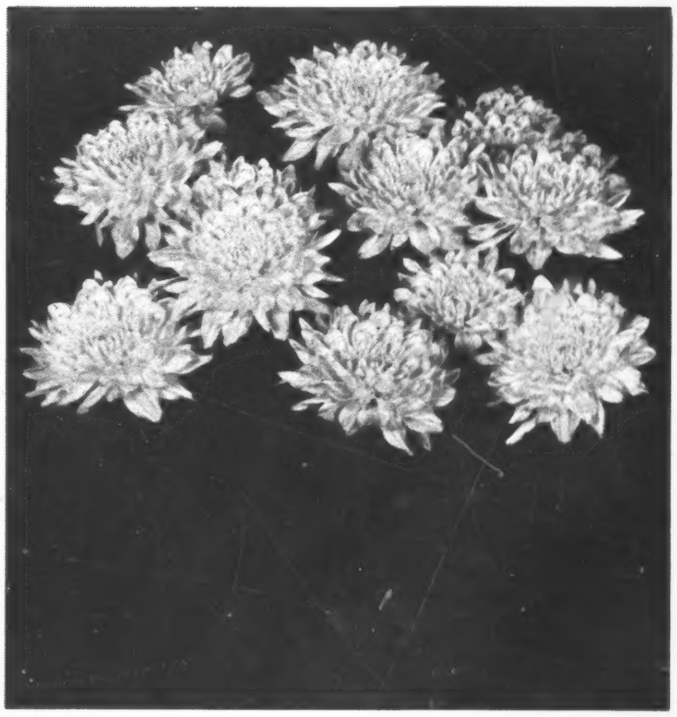


Chrysanthemum
(Chrysanthemum morifolium)

Priced: According to pot size and height (range 12-18 inches)

Color: White, yellow, bronze, red, pink, and lavender

Season: Year-round



(Pictures courtesy of George J. Ball, Inc., West Chicago, Illinois)

Geranium
(Pelargonium hortorum)

Priced: By size of pot (usually 4-inch pot)

Colors: Red, light pink, salmon, brick red, and white

Season: Spring and early summer

Hydrangea
(Hydrangea macrophylla)

Priced: By number of flowers per pot

Color: Blue, pink, white

Season: Easter, Mother's Day, and Memorial Day

(Pictures courtesy of George J. Ball, Inc., West Chicago, Illinois)

African Violet
(Saintpaulia ionantha)

Priced: By pot size and variety (usually in 2½-, 3-, or 4-inch pots)

Color: Purple, blue, pink, rose, white, and variegated

Season: Year-round, with appropriate care will flower in the home for years

Wax Begonia
(Begonia semperflorens)

Priced: By size of pot (usually 4-inch or 6-inch pots)

Colors: Pink, red, white

Season: Spring and summer

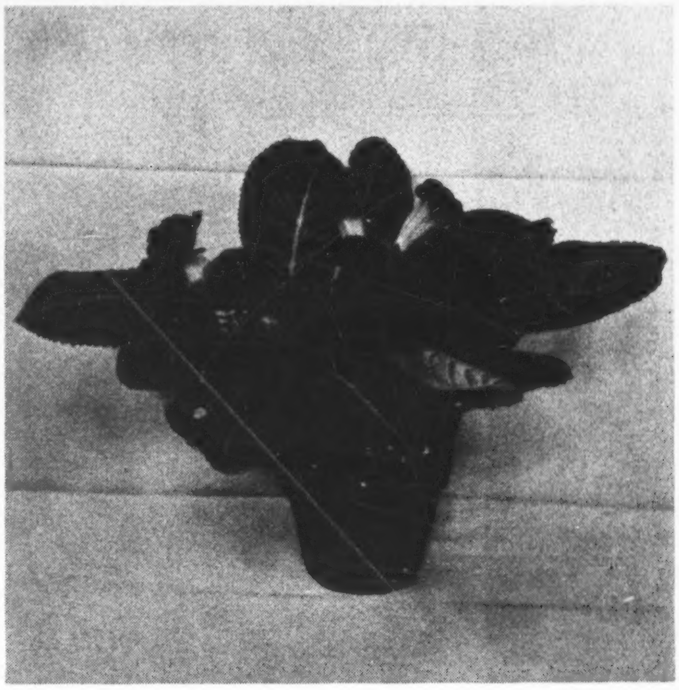
(Pictures courtesy of George J. Ball, Inc., West Chicago, Illinois)

Gloxinia
(Sinningia speciosa)

Priced: By size of pot (usually 6-inch pots)

Colors: Red, white, and pink

Season: Christmas; a few for Mother's Day



Cyclamen
(Cyclamen indicum 'giganteum')

Priced: By size of pot (usually 5-inch to 6-inch pots)

Colors: Pink, white, lavender, and red

Season: Christmas, Valentine's Day, and Easter

(Picture courtesy of George J. Ball, Inc., West Chicago, Illinois)

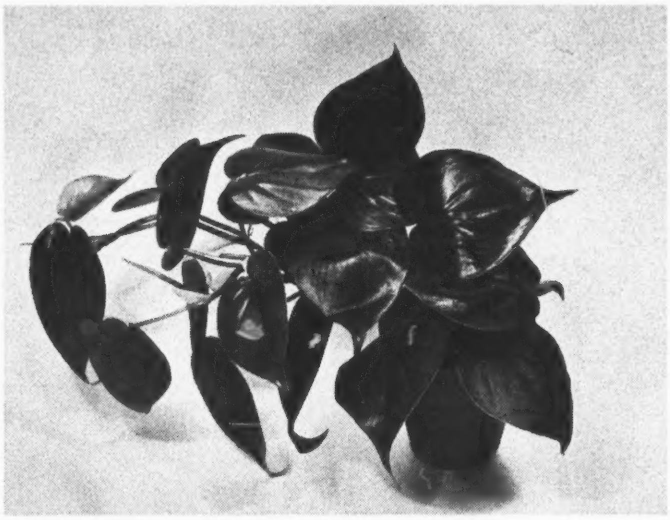
Foliage Plants

Philodendron
(Philodendron oxycardum)

Color: Dark green

Growth: Climbing or trailing

Leaves: Heart-shaped leaves, 3 to 5 inches in length, 1 to 3 inches wide

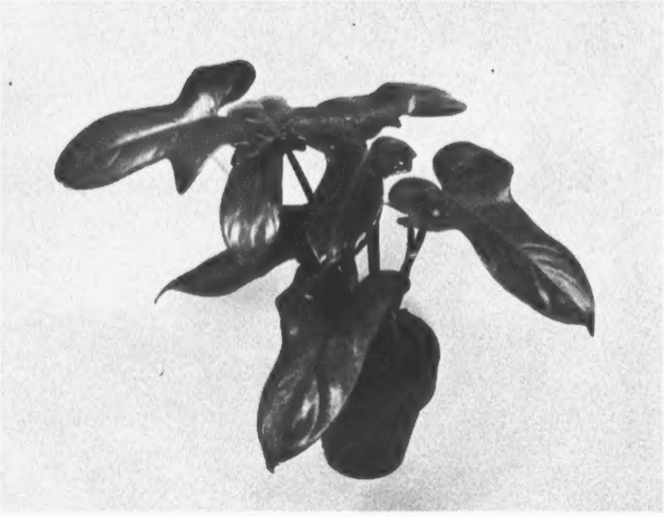


Philodendron panduriforme

Color: Dark green

Growth: Climbing

Leaves: Upper leaves are fiddle-shaped, lower leaves may be oblong



(Pictures courtesy of Vosters Nurseries and Greenhouses, Inc., Secane, Pennsylvania)

Philodendron dubium

Color: Dark green

Growth: Slow grower, climber

Leaves: Large star-shaped leaves

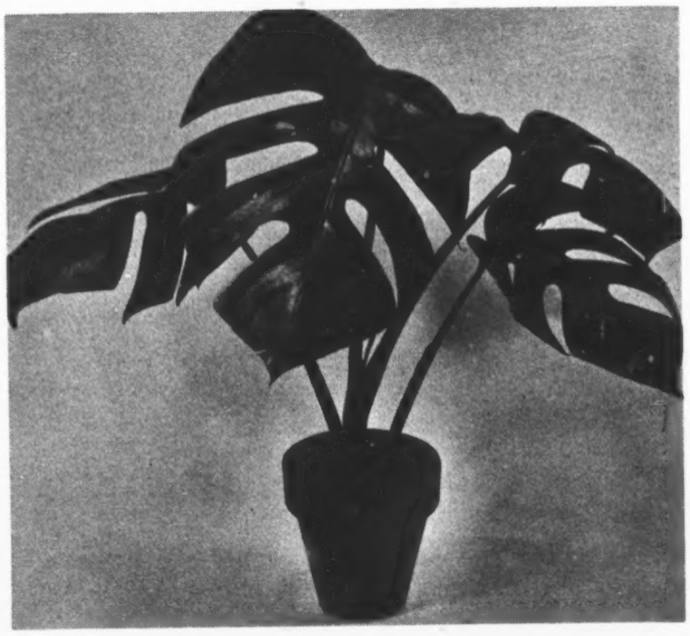
Split-Leaf Philodendron (Monstera deliciosa)

(often sold as Philodendron pertussum)

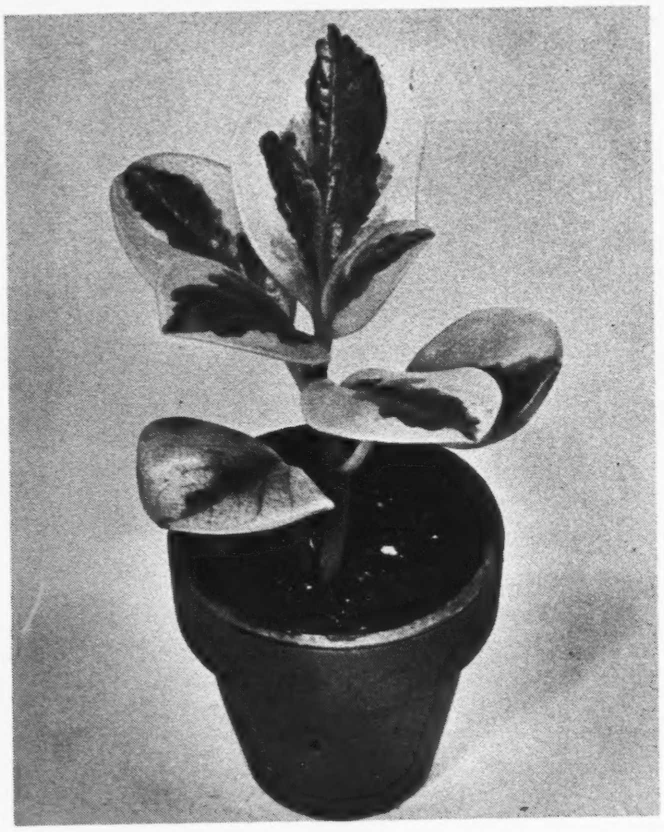
Color: Dark green

Growth: Vine-like

Leaves: Large, heart-shaped leaves with long cuts, indentations, and small holes



(Picture courtesy of Vosters Nurseries and Greenhouses, Inc., Secane, Pennsylvania)

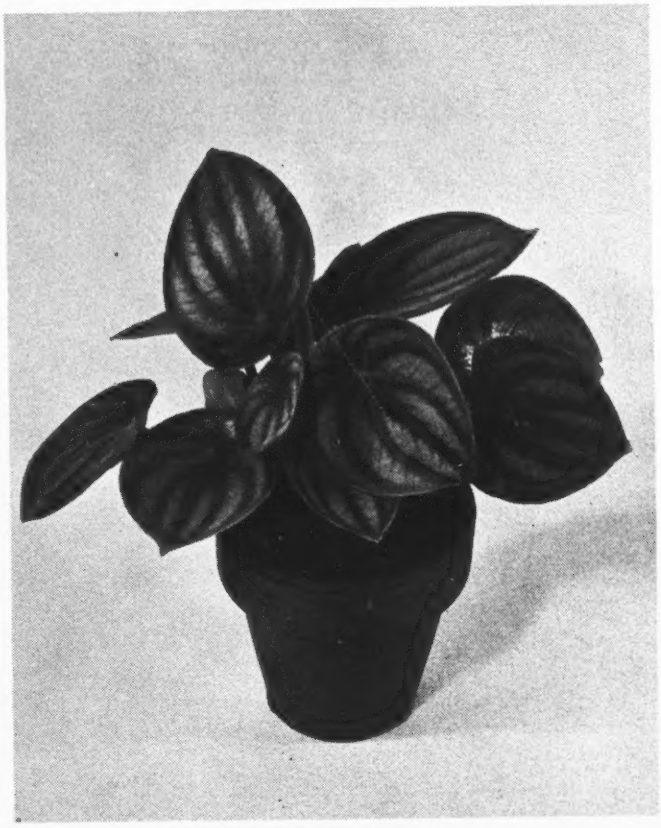


Variegated Peperomia
(Peperomia obtusifolia 'variegata')

Color: Green and white variegated

Growth: Erect but compact

Leaves: Thick, waxy, heart-shaped leaves



Watermelon Begonia
(Peperomia sandersi)

Color: Light and dark green striped

Growth: Erect and compact (4 - 6 inches in height)

Leaves: Medium size - heart-shaped, striped leaves

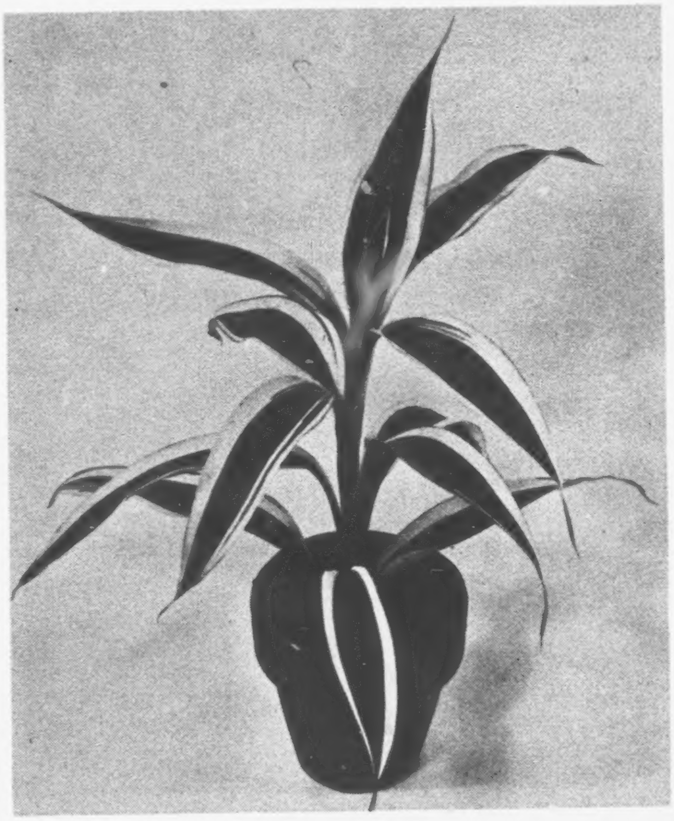
(Pictures courtesy of Vosters Nurseries and Greenhouses, Inc., Secane, Pennsylvania)

Dracaena sanderiana

Color: Green with white margined leaves

Growth: Slender stem, erect

Leaves: Narrow, blade-like (7 - 10 inches long)

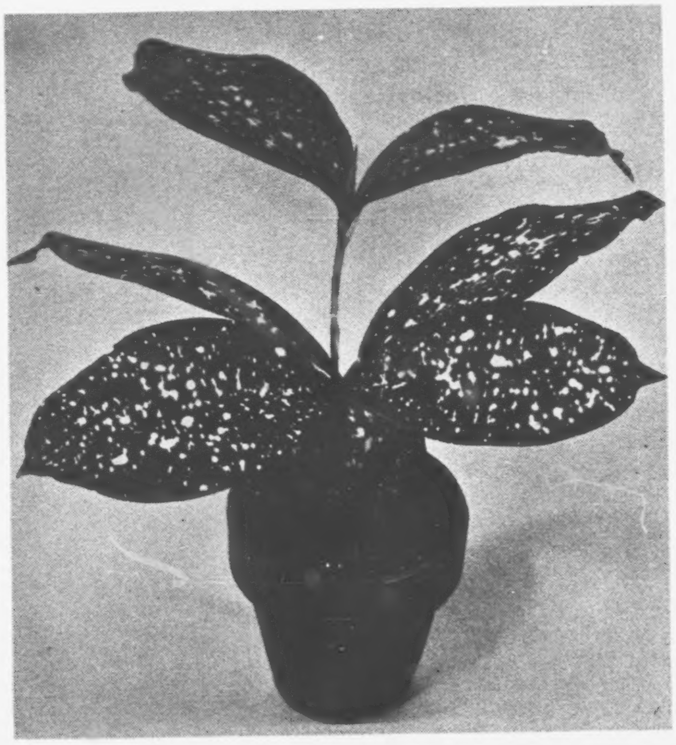


Dracaena godseffiana

Color: Green, splotched with white

Growth: Tree-like

Leaves: Long and narrow leaves (6 - 10 inches long, 2½ inches wide)



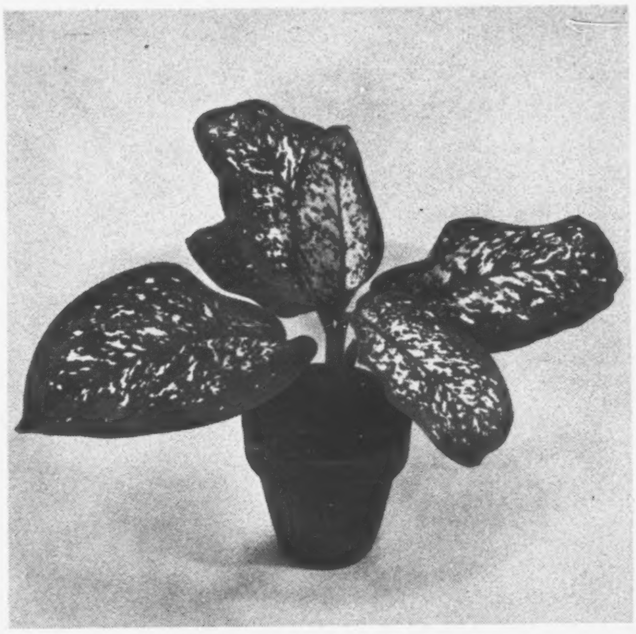
(Pictures courtesy of Vosters Nurseries and Greenhouses, Inc., Secane, Pennsylvania)

Dumbcane
(Dieffenbachia picta)

Color: Green with light green blotches

Growth: Erect (usually 2 to 4 feet in height)

Leaves: Oblong (3 times as long as broad)

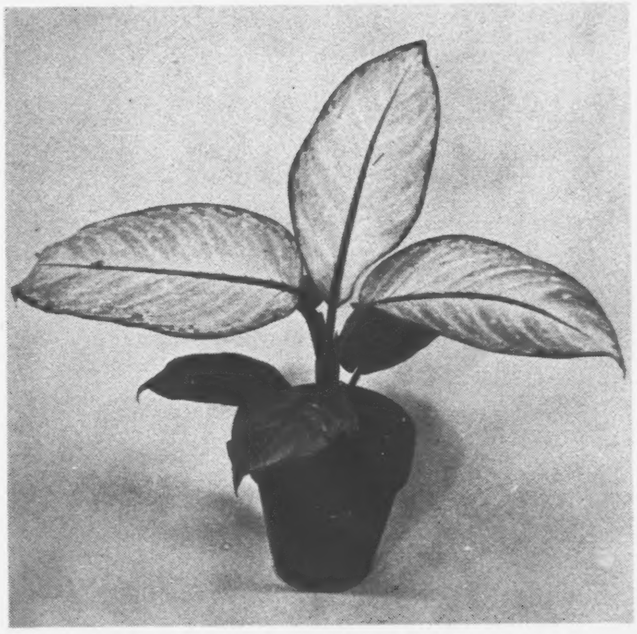


Roehr's Dieffenbachia
(Dieffenbachia picta 'Rudolph Roehrs')

Color: Green with pale green areas and white blotches

Growth: Erect (usually 2 to 4 feet in height)

Leaves: Oblong (3 times as long as broad)



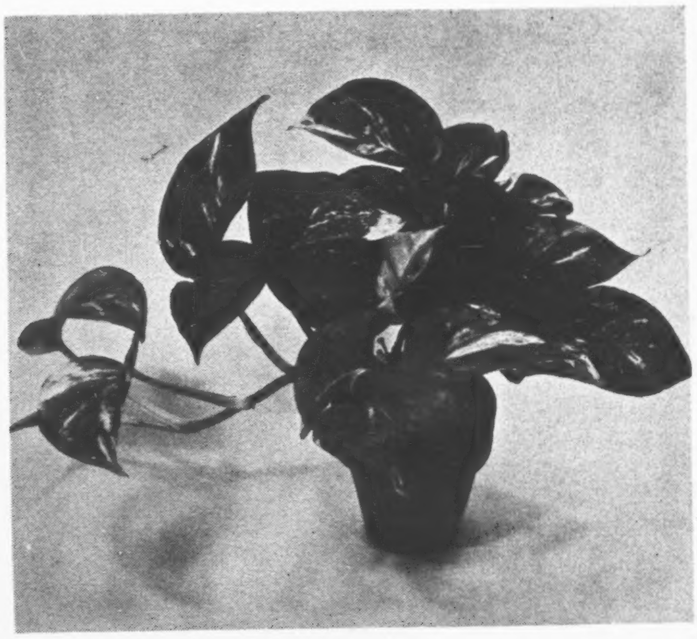
(Pictures courtesy of Vosters Nurseries and Greenhouses, Inc., Secane, Pennsylvania)

Pothos - Devil's Ivy
(Scindapsus aureus)

Color: Variegated green and yellow

Growth: Climbing or trailing

Leaves: Oval, variegated leaves (1 - 2 inches wide and 2 - 3 inches long)



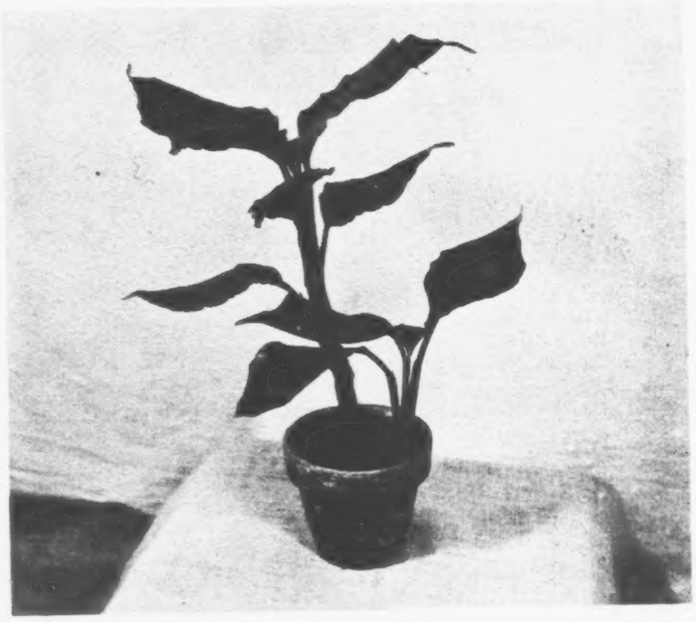
(Picture courtesy of Vosters Nurseries and Greenhouses, Inc., Secane, Pennsylvania)

Chinese Evergreen
(Aglaonema simplex)

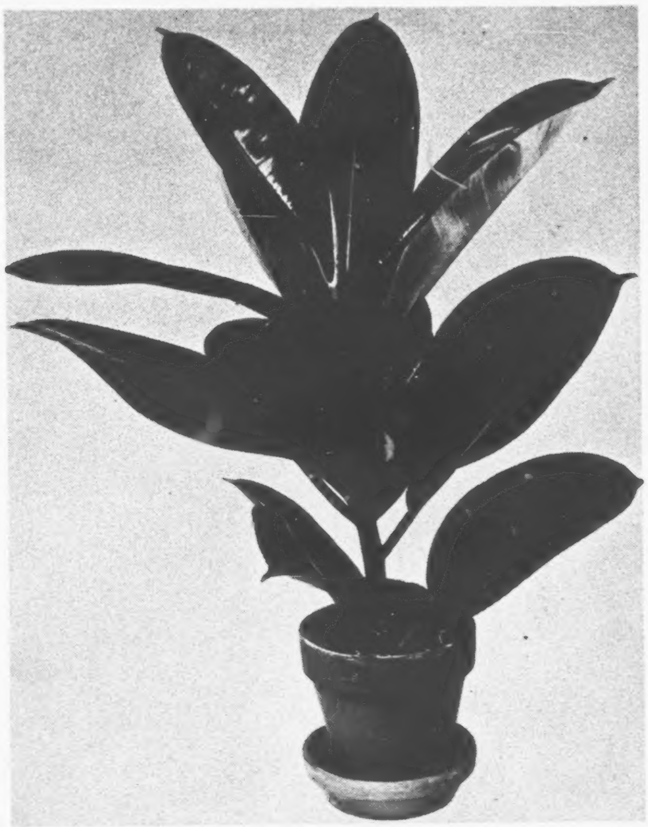
Color: Green

Growth: Erect or moderately spreading, may be grown with the stem in only water

Leaves: Oblong leaves (10 inches long)



Rubber Plant
(Ficus elastica 'Decora')

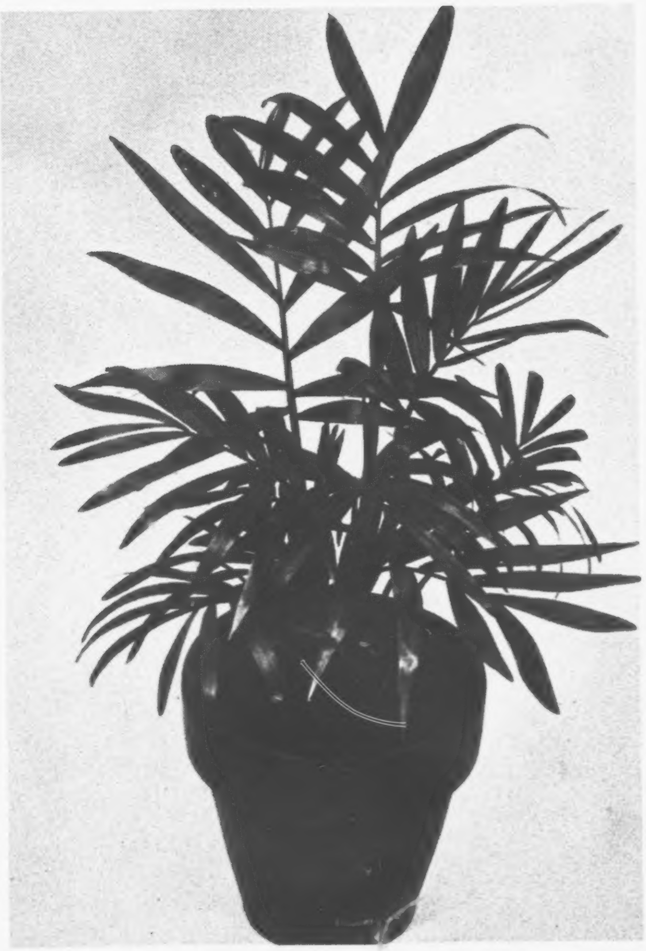


Color: Dark green

Growth: Tree-like

Leaves: Thick, oblong leaves (8 - 12 inches long, 3 - 4 inches wide)

Parlor Palm
(Chaemadora elegans)



Color: Green

Growth: Reed-like stems growing up to 1 - 4 feet, tolerant of low light intensity

Leaves: Made up of several narrow leaflets in palm fronds

(Pictures courtesy of Vosters Nurseries and Greenhouses, Inc., Secane, Pennsylvania)

Schefflera
(Brassaia actinophylla)

Color: Green

Growth: Tree-like

Leaves: Made up of 5 - 9 leaflets in palmate shape at the end of long pedicels

(Picture courtesy of Vosters Nurseries and Greenhouses, Inc., Secane, Pennsylvania)

Philodendron Selloum

Color: Dark green leaves bordered with white

Growth: Tree-like

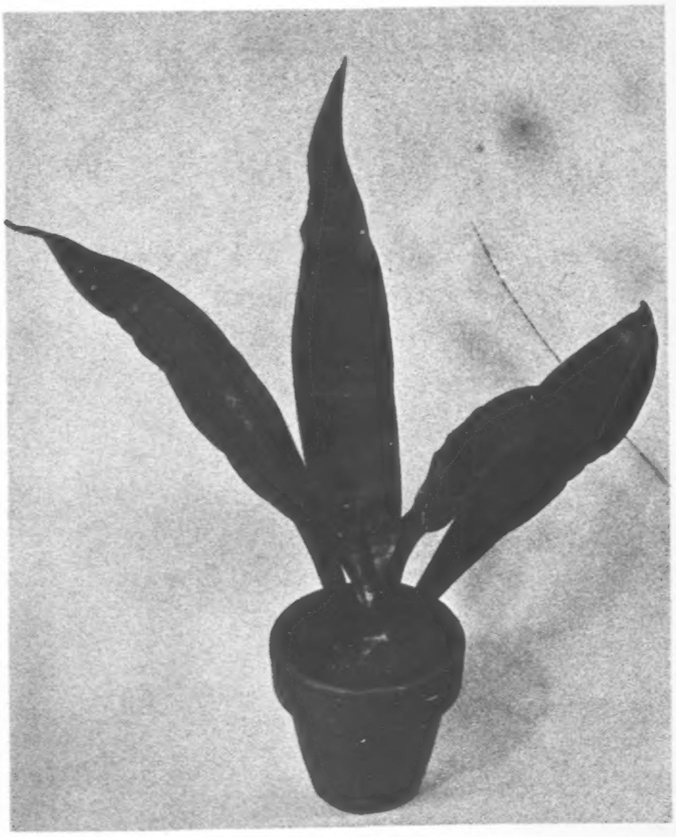
Leaves: Large oval-shaped leaves, lobed, and long-stalked

Sansevieria
(Sansevieria zeylanica)

Color: Pale green bands

Growth: No stem, thick, erect leaves, tolerant of low light intensity

Leaves: Long, narrow, green leaves (up to 2½ feet long and 1 inch wide)

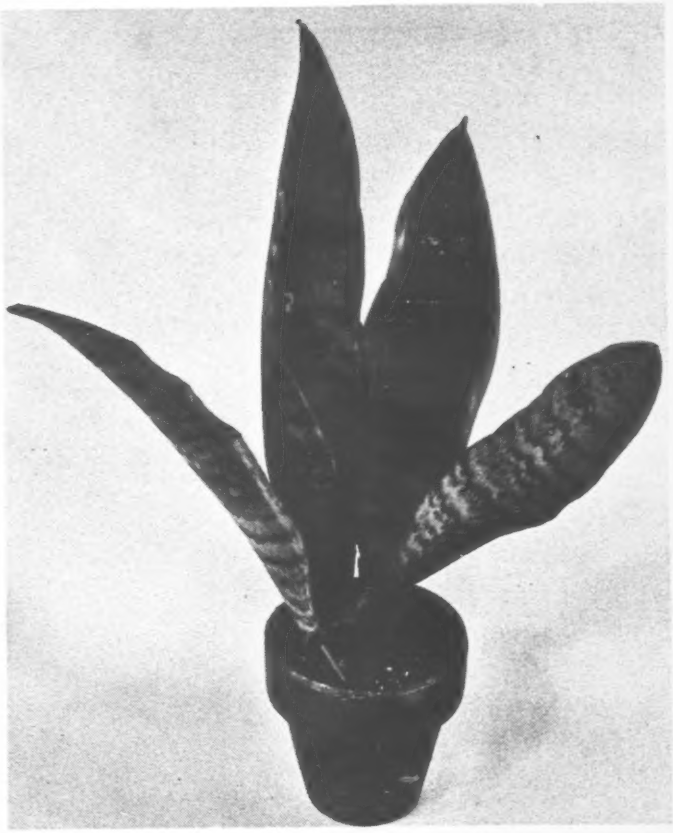


Sansevieria zeylanica 'laurentii'

Color: Yellow-striped edge on green

Growth: Thick, erect, no stem, tolerant of low light intensity

Leaves: Long, narrow, variegated leaves



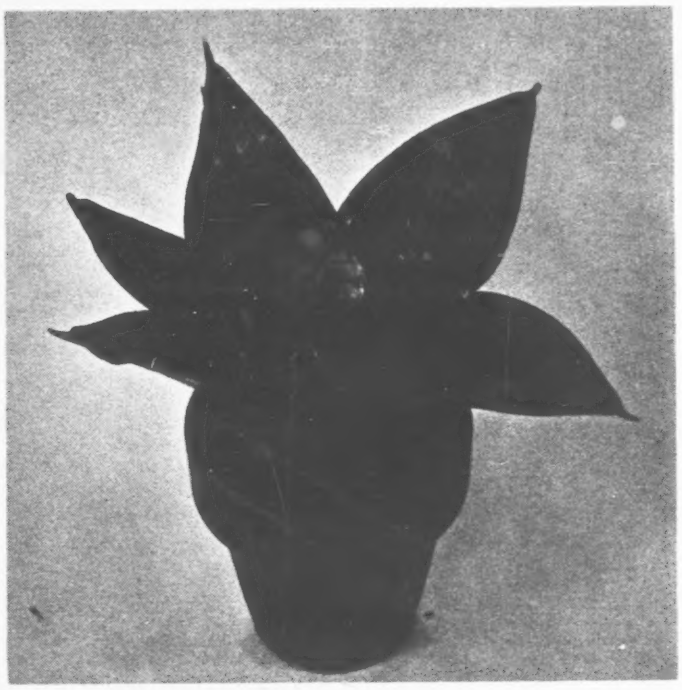
(Pictures courtesy of Vosters Nurseries and Greenhouses, Inc., Secane, Pennsylvania)

Hahn's Sansevieria
(Sansevieria hahni)

Color: Pale green bands

Growth: Stemless, thick, low growing, tolerant of low light intensity

Leaves: Thick, oblong, short, green leaves



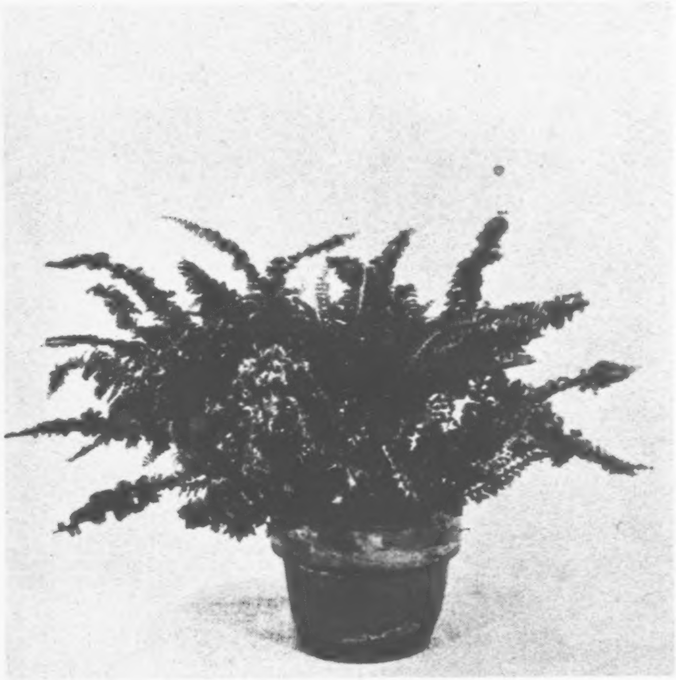
(Picture courtesy of Vosters Nurseries and Greenhouses, Inc., Secane, Pennsylvania)

Boston Fern
(Nephrolepis exaltata 'bostoniensis')

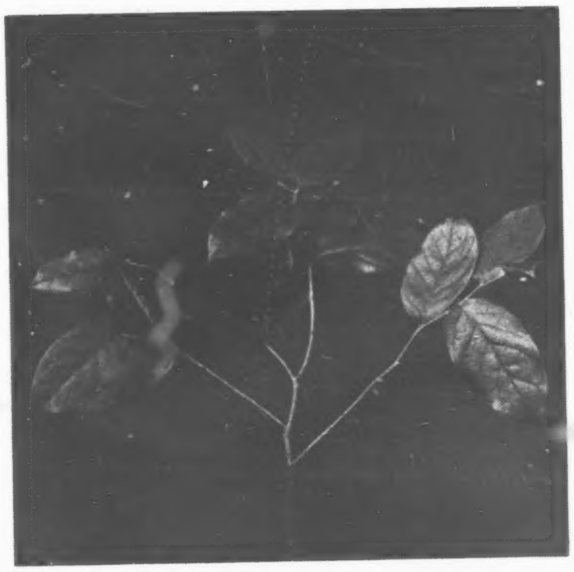
Color: Green

Growth: Erect, compact

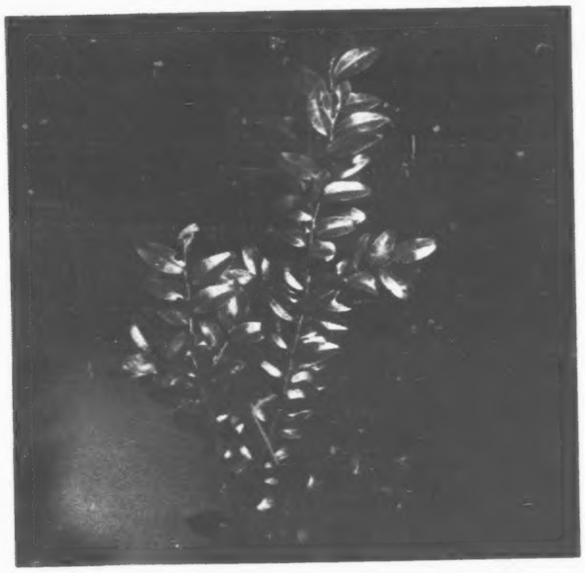
Leaves: Feather-like, compound leaves (1-2 feet in length and 1-4 inches wide)



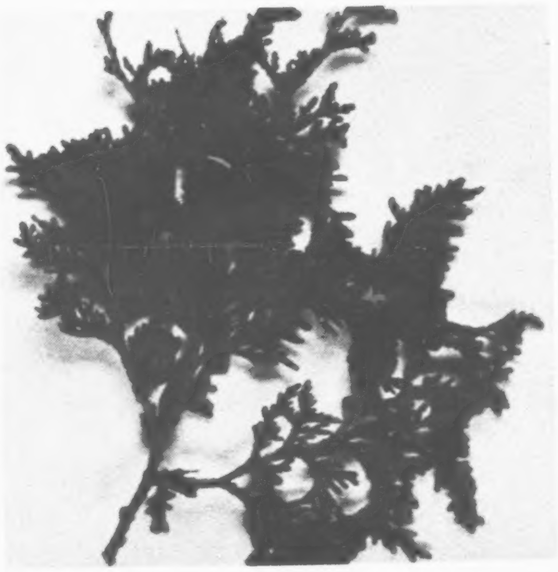
Foliage for Flower Arrangements



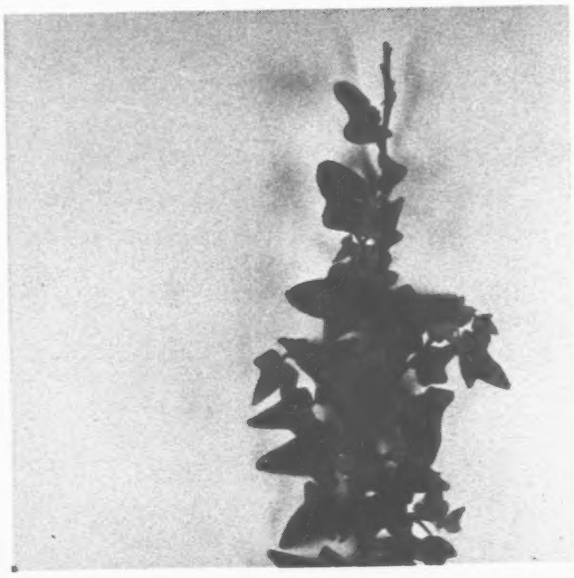
Salal or "Lemon"
(Gaultheria shallon)



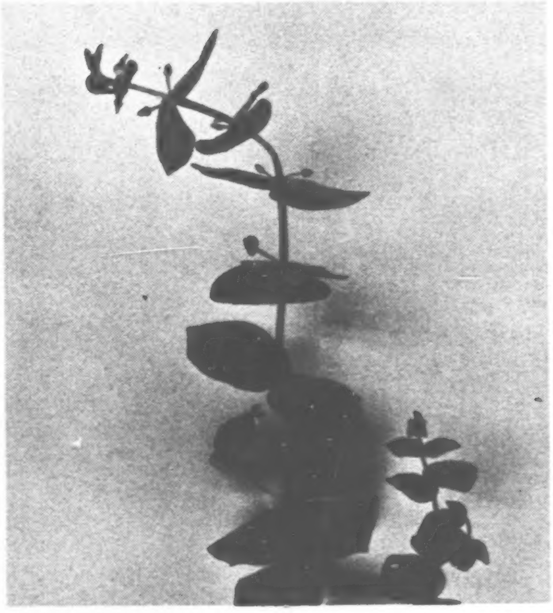
"Huckleberry"
(Arctostapholos manianita)



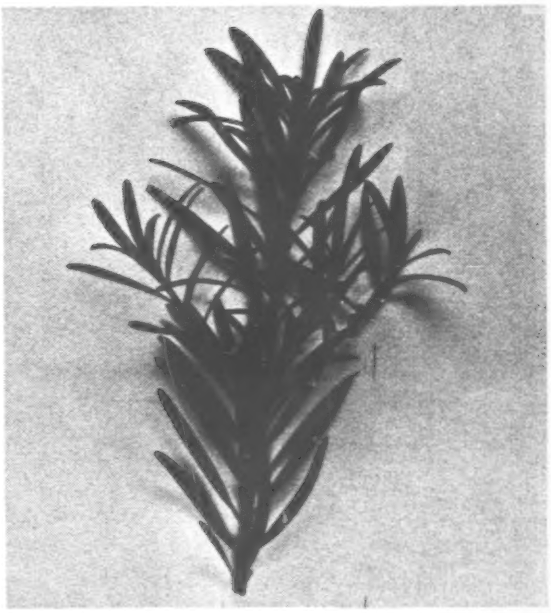
Arborvitae or White Cedar
(Thuja occidentalis)



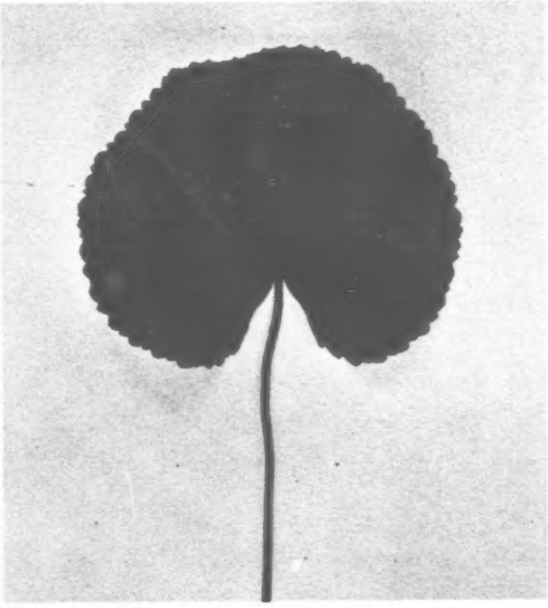
English Ivy
(Hedera helix)



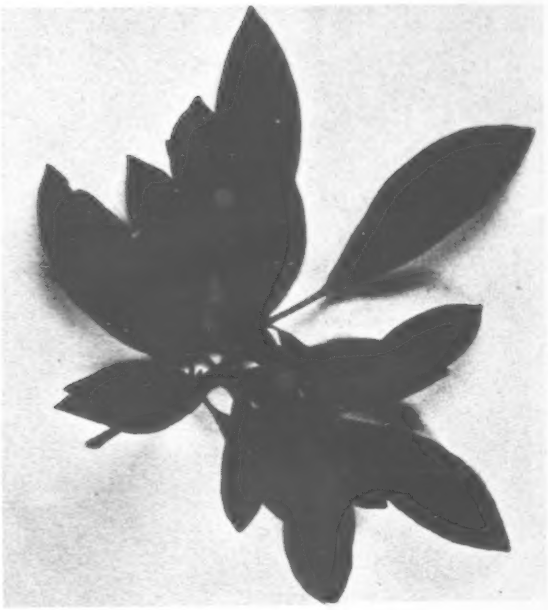
Spiral Eucalyptus
(Eucalyptus species)



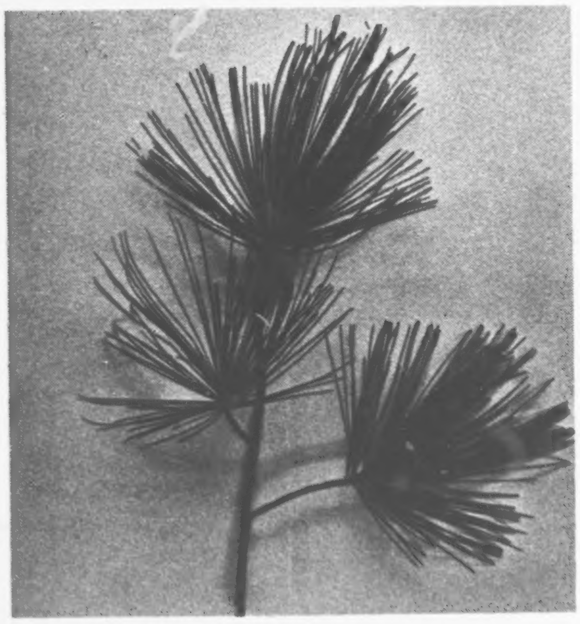
Podocarpus
(Podocarpus macrophyllus)



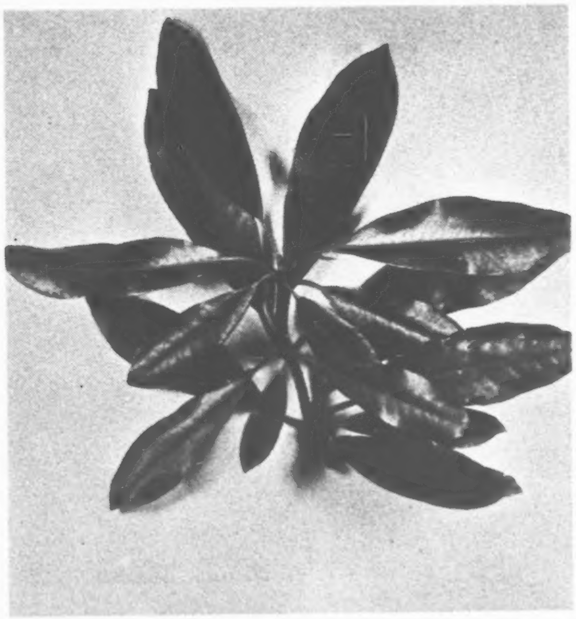
Galax
(Galax aphyla)



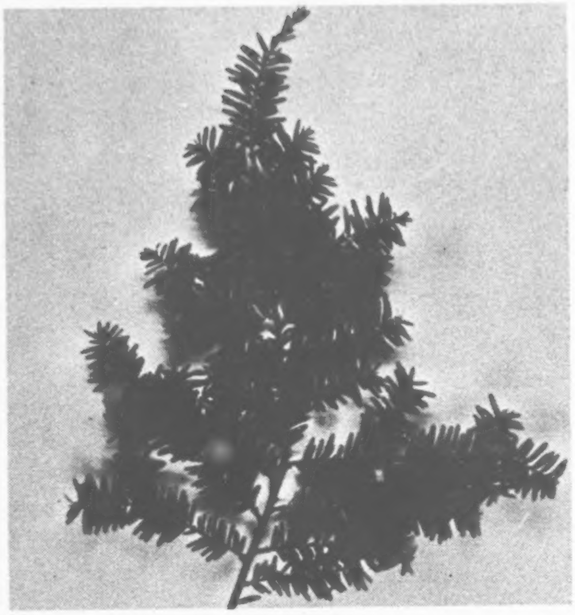
Laurel
(Kalmia latifolia)



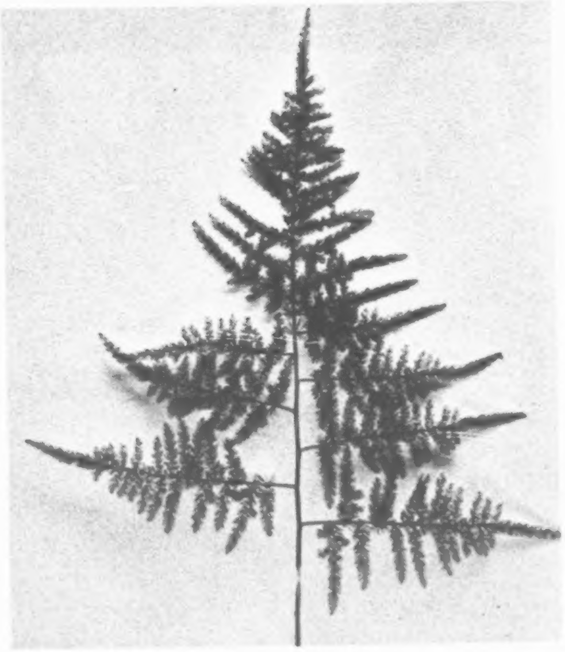
White Pine
(Pinus strobus)



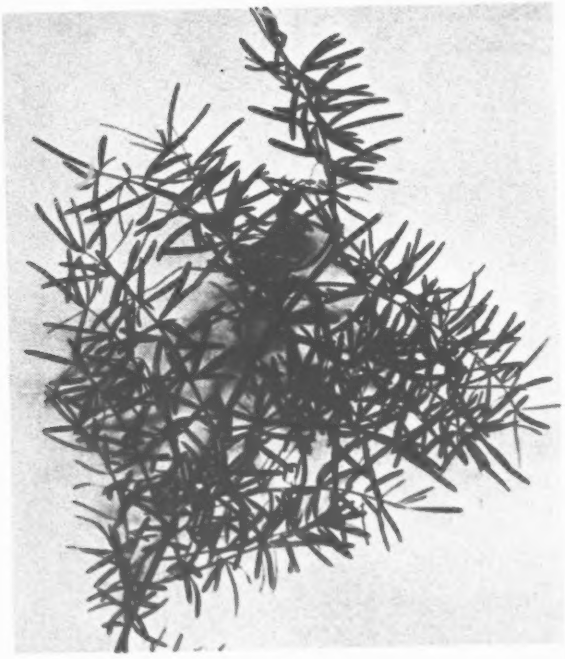
Rhododendron
(Rhododendron maximum)



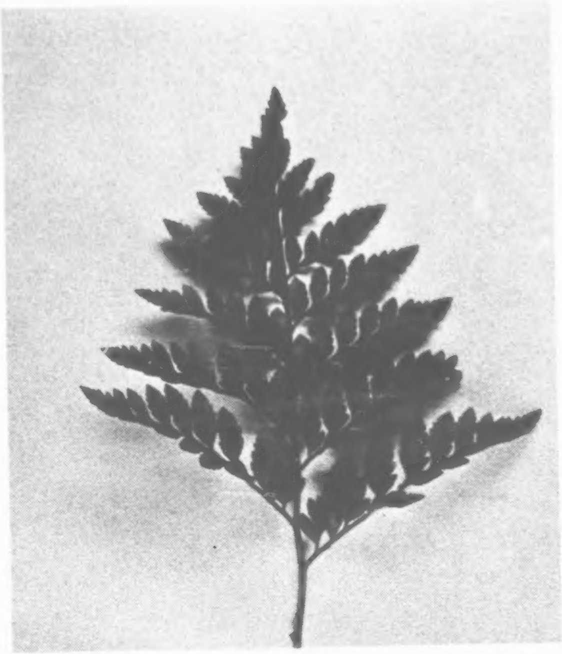
Hemlock
(Tsuga canadensis)



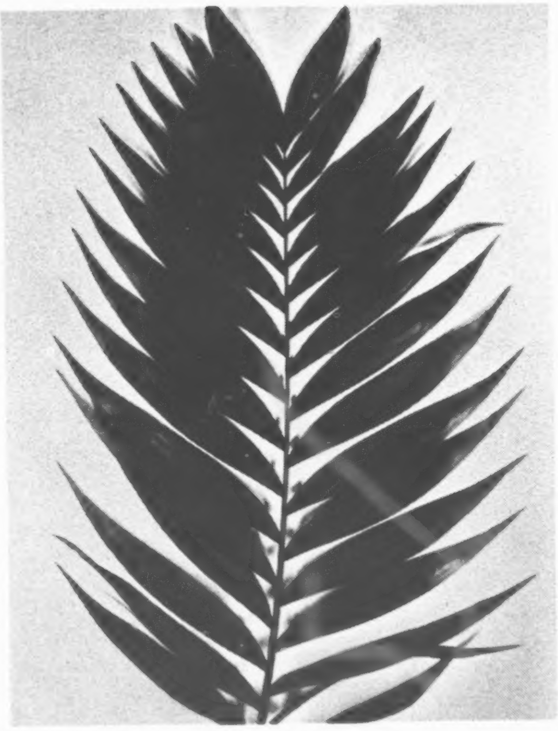
Asparagus Fern
(Asparagus plumosus)



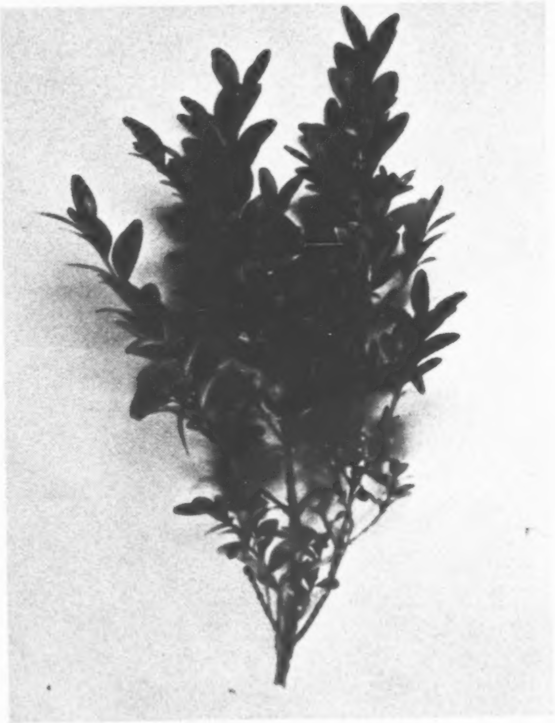
Asparagus Fern
(Asparagus sprengeri)



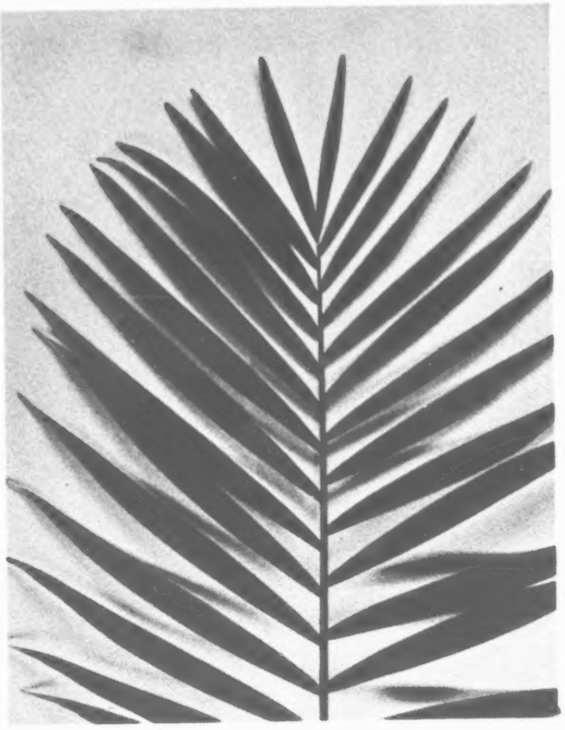
Leatherleaf Fern
(Polystichum adiantiformus)



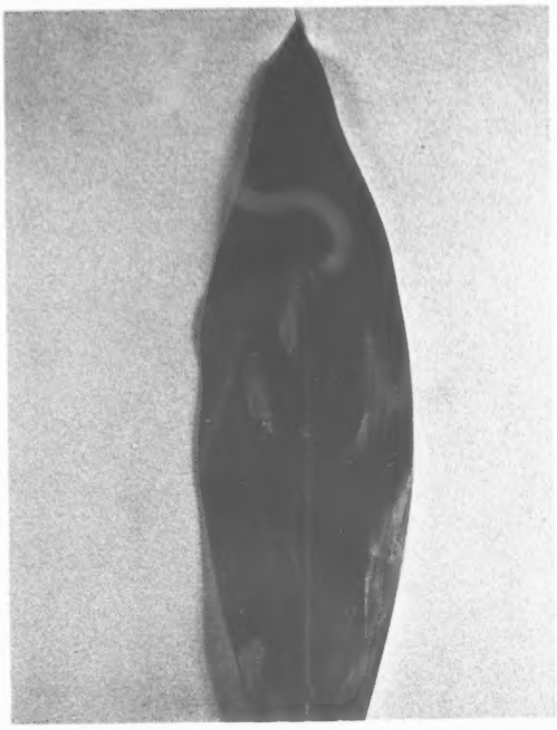
Jade Palm
(Chaemadora species)



Boxwood
(Buxus sempervirens)



Emerald Palm
(Chaemadora species)



Ti Leaves
(Dracaena terminalis)

PROBLEM AREA 3

DESIGNING WITH FLOWERS AND DECORATIVE MATERIALS

Student Learning Objectives

1. To learn the basic ideas of flower arranging.
2. To learn the parts of design.
3. To learn the types of containers, holding devices, and fastening materials used in constructing flower arrangements, corsages, and funeral designs.
4. To learn the skills of constructing flower arrangements, corsages, and funeral designs.
5. To learn the types of designs and arrangements used by florists.

Key Questions

1. What are the basic principles of flower arranging?
2. What are the parts of design?
3. What are the most popular containers, holding devices, and fastening materials used by florists?
4. What are the steps in the construction of home and hospital arrangements, corsages, funeral sprays, and funeral baskets?
5. What are the major types of arrangements used by florists?
6. What are the ways of getting color harmony?

New Words

Design - the planned relationship among flowers, foliage, container and surroundings

Harmony - an esthetically pleasing relationship among the elements of a whole

Arranging - placing flowers so as to be pleasing to the eye

Appropriate - suitable

Principles - basic rules, facts, or considerations

Elements - basic parts of design

Perpendicular - upright or vertical

Horizontal - parallel to the horizon

Psychological - affecting the mind

Tranquil - calm

Saturating - completely filling

Compensating - allowing for

Complement - that which must be added to make a thing whole

Distinguished - conspicuous for qualities of excellence

Equidistant - equally distant, or equally spaced

Relationship - close connection; the state of being related; connected

Paper maché (papier-mâché) - a material consisting of paper pulp mixed with size, paste, oil, resin, etc., or from sheets of paper glued and pressed together

DESIGNING WITH FLOWERS AND DECORATIVE MATERIALS

Designing and arranging flowers are very important work in the flower shop business. Designing with flowers requires special talent. Designing includes a consideration of the surroundings for the arrangements, and the selection of appropriate containers, flowers, foliage, and accessories. Arranging is the combining of ideas and materials to give a pleasing effect by following the principles of flower arrangement.

Principles of Flower Arrangement

Flower arrangements are most pleasing to the eye when certain basic principles are followed. Basic principles of flower arrangement are: (1) design, (2) balance, (3) scale, (4) harmony, (5) focal point, (6) accent, (7) rhythm, (8) repetition, and (9) unity.

Design

"Design is the over-all shape or form of the composition. It is the planned relationship between flowers, foliage, container and surroundings," as explained in Chapter 27 of ref. no. 22. *The Retail Florist Business* by Pfahl.

The elements of design are: line, form, pattern, texture, and color.

Line: Line refers to the underlying skeleton or linear pattern which holds the arrangement together. All arrangements begin with a linear piece of material about which other materials are added. Lines may curve, be perpendicular, or horizontal. Horizontal lines give a feeling of tranquility and repose; vertical lines express dignity and aspiration; and curved lines give a feeling of motion.

Form: Form is the three dimensional shape of the flower arrangement. This is most easily visualized in terms of two-dimensional outlines or silhouettes (patterns). There are many forms which a flower arrangement can take. Some basic forms are: the triangle, the horizontal line, vertical line, L-shape line, inverted T-line, and curves. Triangular designs are more popular than other types. They may be: equilateral (all sides equal), isosceles (two sides equal), or asymmetrical (those with no two sides equal). The florist classifies the triangular designs as right angles (See page 72), symmetrical (See page 74), or asymmetrical (See page 75).

Pattern: The outline which a design projects against a space is called the pattern of the design. It may be either linear or massed.

Texture: Texture as used by flower designers is the surface appearance of the materials used. Orchids and hybrid-tea roses are considered fine in texture; zinnias and marigolds are considered coarse. The texture of the container must harmonize with the flowers and foliage.

Color: Appropriate use of color is a very important part of good design. Color is the main reason for the popularity of flowers. It is what makes a flower arrangement interesting. Colors have a psychological effect on people. An up-lifted feeling can be produced by using tints of colors. Tints are hues (pure colors) diluted with white and they are lighter than the true hue. A tranquil effect results from the use of a hue diluted with gray. This creates a tone. A shade can be made by adding black to dilute a hue. A shade may give a depressed feeling. Red, orange, or yellow colors give feelings of warmth. Violet blue and green evoke a feeling of coolness.

Physicists tell us that the arrangement of colors as the eye sees them is slightly different from the familiar color wheel for mixing pigments. Over-saturating the eye with one color will eventually cause an over-compensation, and flashes of the true complement to that color will appear to the viewer. The colors should be arranged in the color wheel, then, so that the complementary colors are opposite one another.

The visual color wheel shown on the following page should be thought of as a continuous blending of colors (hues) as seen in a rainbow. Most people can distinguish about ten different colors between any two of the ten points marked on the wheel. For example, you probably can tell the difference between ten colors between red and yellow-red (orange), and ten different colors between green and blue-green. Hues in the violet portion of the wheel are less easily distinguished than those in other parts. A detailed explanation of how colors are seen is given in ref. no. 3, Color as Seen and Photographed, pp. 3-30.

Color Harmony: Harmony is a very important aspect of color. There are six types of color harmony: monochromatic, analyogous, complementary, split complementary, triad, and polychromic.

Monochromatic harmony is produced by using various shades, tints, and tones of one color. This is an easy method of producing harmony. An example is: maroon, red, pink.

Analogous colors are the two or three colors near each other on the color wheel. Only easily distinguished colors should be used in an analogous combination. An example is: red-yellow, yellow, and slightly greenish yellow.

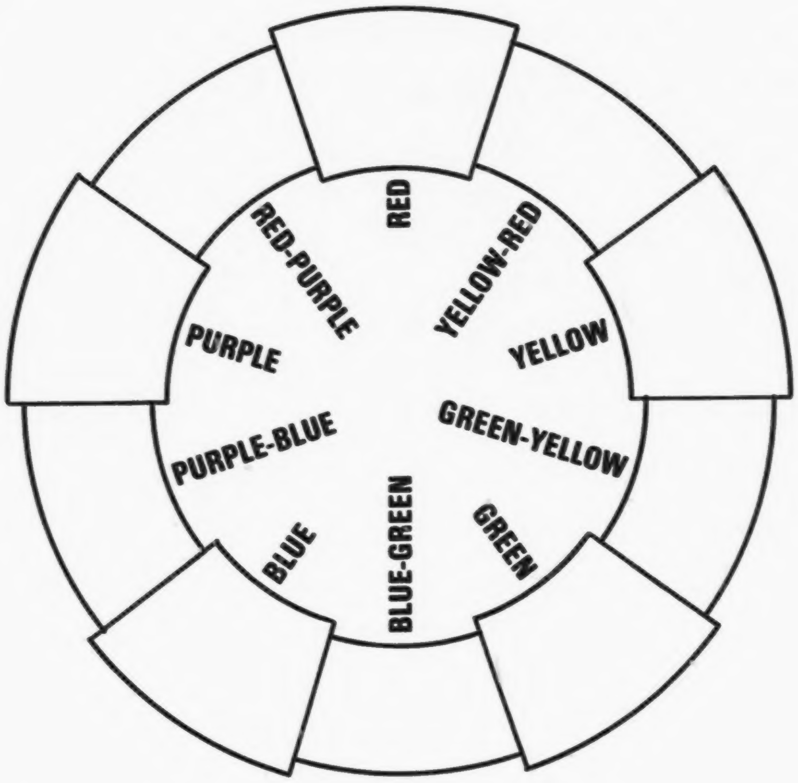


Figure 1. The Visual Color Wheel.

Direct complementary harmony consists of colors which are directly opposite each other on the color wheel. The use of opposite colors gives the maximum contrast; however, it is important that the complementary colors be used in amounts giving a balance of attraction in an arrangement. Is is a harmony of two colors. An example is: red with blue-green. To give balance of attraction, a small amount of red would be used with a larger amount of blue-green.

Split complementary harmony involves one color plus the two colors on either side of the complementary color of the first color. The harmony is composed of three colors such as red with greenish-blue and bluish-green.

Triad harmony is produced by choosing any three colors on the wheel which are equidistant, for example, red with a slightly violet blue and a slightly yellow green.

A polychromic harmony is one using many colors. One color should dominate. Some experience and skill is required to achieve a pleasing affect with this harmony.

White, gray, or black colored flowers, foliage, vase, or accessories may be used to brighten, soften, or provide contrast in the design. These may be used with any of the above color harmonies.

Rules of design: There are also some guidelines or rules of design which are helpful in constructing attractive design. These rules are as follows:

1. A flower arrangement should be about 1½ times to 2 times the height of the vase or the length of a bowl or tray.
   Note: the horizontal arrangement is an exception to this rule.
2. Use no more than four colors. It is best in most cases not to use more than three.
3. Use no more than two or three kinds of flowers.
4. Large flowers should be toward the bottom and center of the arrangement. Small flowers should be toward the top and on the edges of the arrangement.
5. Dark colors should be placed toward the bottom of the arrangement.
6. If the flowers are of equal size, there should be about three light flowers for every dark flower.
7. Use an uneven number of flowers when the total to be used is less than twelve.

Balance

Balance means stability. If an arrangement appears to be about to topple over, it appears unstable. Just as people have the urge to straighten a picture which is askew, they have the urge to rearrange an unbalanced design. An unbalanced design creates a dissatisfied feeling. Only balanced designs should be used.

Visual balance or weight is determined by: the size of the material, the distance from the established line or focal point, and the lightness or darkness (tonal value) of the plant material.

Arrangements which can be divided into two equal parts by a line down the center are formal or symmetrical designs. Those which cannot be so divided are informal or asymmetrical designs. Asymmetrical designs are made up of unequal parts. Symmetrical designs are made up of equal parts. It is important to understand that both of these designs are balanced. At first this may be difficult to understand. But the seesaw provides a good analogy. A large boy must move close to the center to balance a small boy on the opposite end of the seesaw. Likewise, large bright flowers are placed low and toward the center of an arrangement. Small pale flowers are placed at the edges. However, it is important to note that small flowers can be bunched to provide a weight equal to one large flower. The point is that many factors must be considered in order to achieve balance. Read the following statement carefully.

The sides of a symmetrical design are exactly alike. The sides of an asymmetrical arrangement are different in appearance but equal in visual weight (balance).

Rhythm

When you look at an arrangement, your eyes move along the lines produced by the arrangement. This movement can be organized and easy, and therefore rhythmic. Or it can be very restless and disturbing, and therefore lacking in rhythm.

Rhythm is attained in several ways. It may be attained through a repetition of shapes, forms, or lines. It may be attained through a progression of small, medium, and large flowers. Or it may be attained through a progression of color from light to dark or dull to bright. Finally, rhythm can be attained through a continuous line movement in a straight line or in curves.

Scale and Proportion

Scale is the relationship in size of one part of an arrangement to another part. Scale refers to the relationship in size of the flowers, foliage, container, and background. Proportion is the size of the total arrangement in relation to the space it is to fill. Flowers of greatly different sizes should not be used in arrangements. Very small flowers should not be used with large flowers or very large containers.

Focal Point

The focal point is the point of emphasis in an arrangement. It is near the center of the design. It attracts the eye to one point in the arrangement rather than leaving the eye to wander over all parts. The focal point is located on the vertical axis at the base of the tallest plant material and on line with the rim of the container. The focal point is achieved by placing the largest flowers or the strongest colors at this point.

Harmony

Harmony refers to an agreement among parts. It is an esthetically pleasing relationship among the parts making up the whole. Or, stated another way, it is the blending of all parts of an arrangement in such a way as to add to its beauty. The use of colors which are in agreement are pleasing to the eye. This is called color harmony. The use of textures which are pleasing to the eye result in texture harmony. Color and texture harmony are especially important in flower arrangements.

Accent

Accent is emphasis. Accent is achieved by using contrast. Contrast may be produced by using different colors, sizes, or textures of materials in the arrangement. The point of greatest accent is usually the focal point. However, small touches of bright color can be used in a large arrangement for added interest.

Repetition

In order to add interest to an arrangement, repeat the use of a certain flower such as the rose. Or repeat the use of a certain color such as yellow, or a certain object such as a pine cone. This should be done in an informal way. The visual effect of repetition has its equivalent in repeated sounds in a musical composition.

Unity

Make certain the parts of the arrangement fit together to form one arrangement and not more than one. There should be a oneness of the parts of the design. Placing all red flowers at the top and all white flowers at the bottom of an arrangement gives the impression of more than one design. It is better to combine the parts and use a repetition which tends to tie the parts into the whole. This is what is meant by unity.

Holding Devices, Containers, and Supplies

Holding Devices

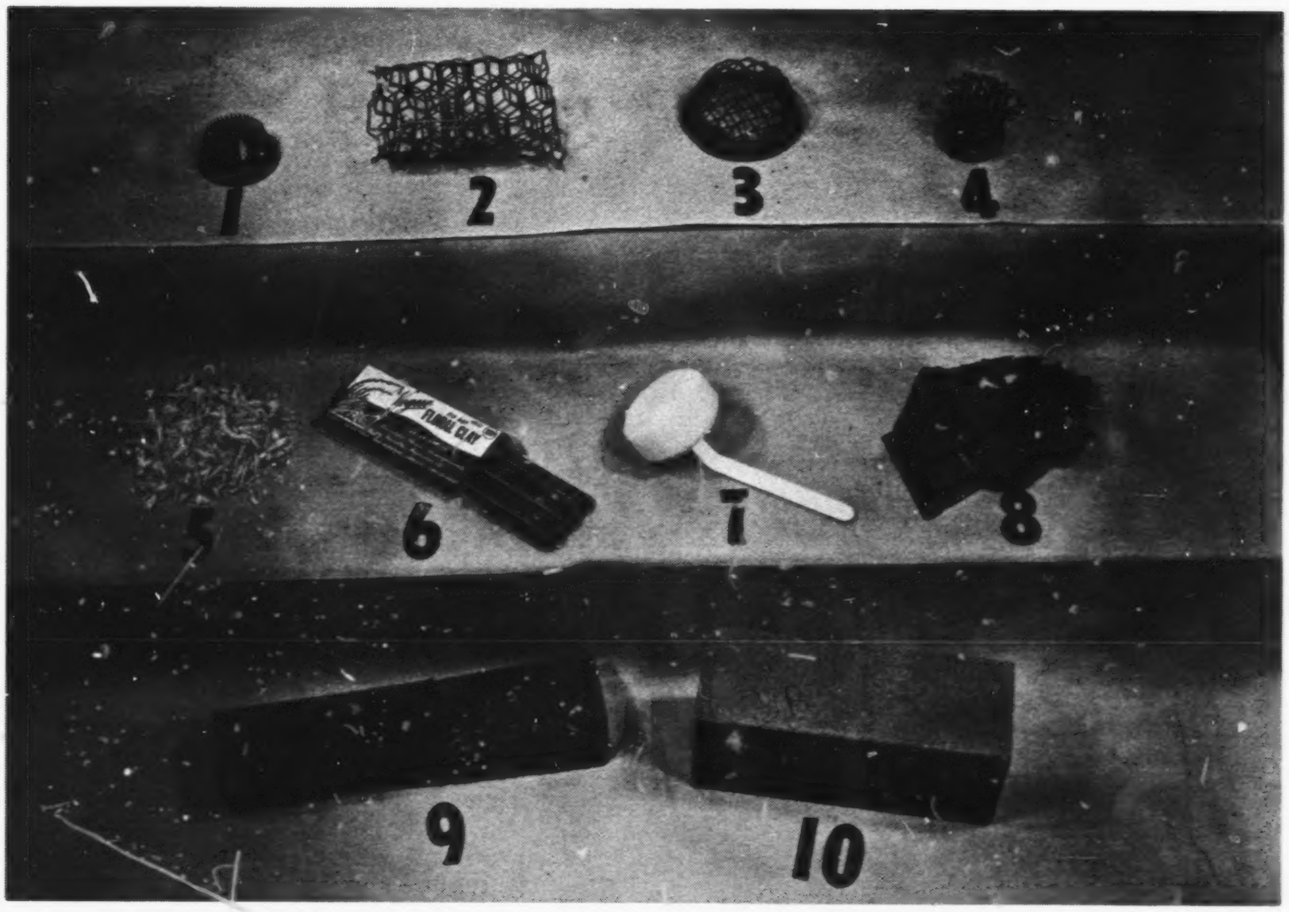


Figure 2. Holding devices frequently used by florists.

1. pin holder
2. chicken wire
3. cage holder
4. hair pin holder
5. shredded styrofoam
6. florist's clay
7. bouquet holder
8. chipped hydrofoam
9. styrofoam bar
10. hydrofoam

Devices for holding flowers, foliages, or other decorative materials upright in containers are usually necessary. Examples of some commonly used holding devices are shown in Figure 2. Chicken wire, pin holders, wire mesh, combination pin holders and wire mesh, shredded styrofoam, and various foam materials are popular. Florist's clay is used to anchor certain holding devices to the bottom of the containers. Styrofoam is often used as a base for funeral pprays, wreaths, and permanent flowers and novelty arrangements. It is also used in wedding bouquets. Foliage greens are not shown here but are often used by florists for holding flowers in paper maché and basket containers for funeral designs.

Containers

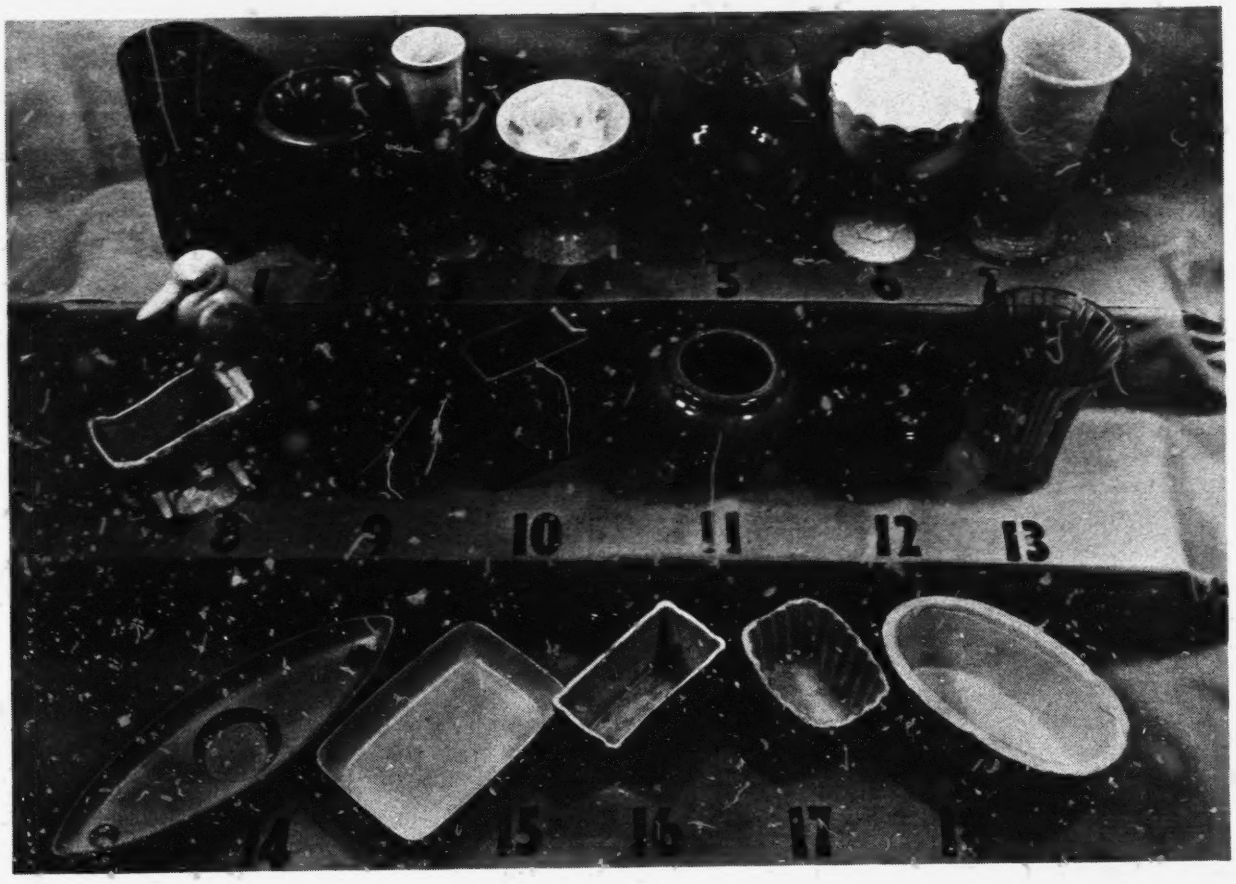


Figure 3. Containers frequently used by florists.

1. cylinder (pottery)
2. pedestal (pottery)
3. flare vase (pottery)
4. pedestal (plastic)
5. brandy snifter
6. pedestal (pottery)
7. milk glass vase
8. novelty (pottery)
9. table bowl (pottery)
10. "pillow" vase (pottery)
11. bowl (pottery)
12. bowl (glass)
13. vase (glass)
14. candlestick tray (pottery)
15. tray (pottery)
16. bowl (pottery)
17. cup (paper maché)
18. oval (paper maché)

Containers are used to hold flowers, foliage, and other decorative materials used in arrangements. Containers are made of pottery, plastic, wood, metal, paper maché, or glass. They are used in shapes ranging from tall and slender to low and broad, see Figure 3. Color can also vary greatly. Only those which duplicate or complement the color of the flowers in the arrangements should be used. The color of the container should not detract from the flowers. The flowers are the most important part of the arrangement. The color of a container can be changed very easily by painting with spray paints.

The texture of the container and the flowers should be similar. For example, when displaying fine textured flowers such as orchids, containers made of silver, fine glass, or fine china are used. When displaying coarse textured flowers like zinias, rough pottery or rough wood or basket containers are used.

Bases or stands are used to add height and balance to the arrangement, and are considered part of the container. They should harmonize with the scale of the arrangement.

Florist's Supplies

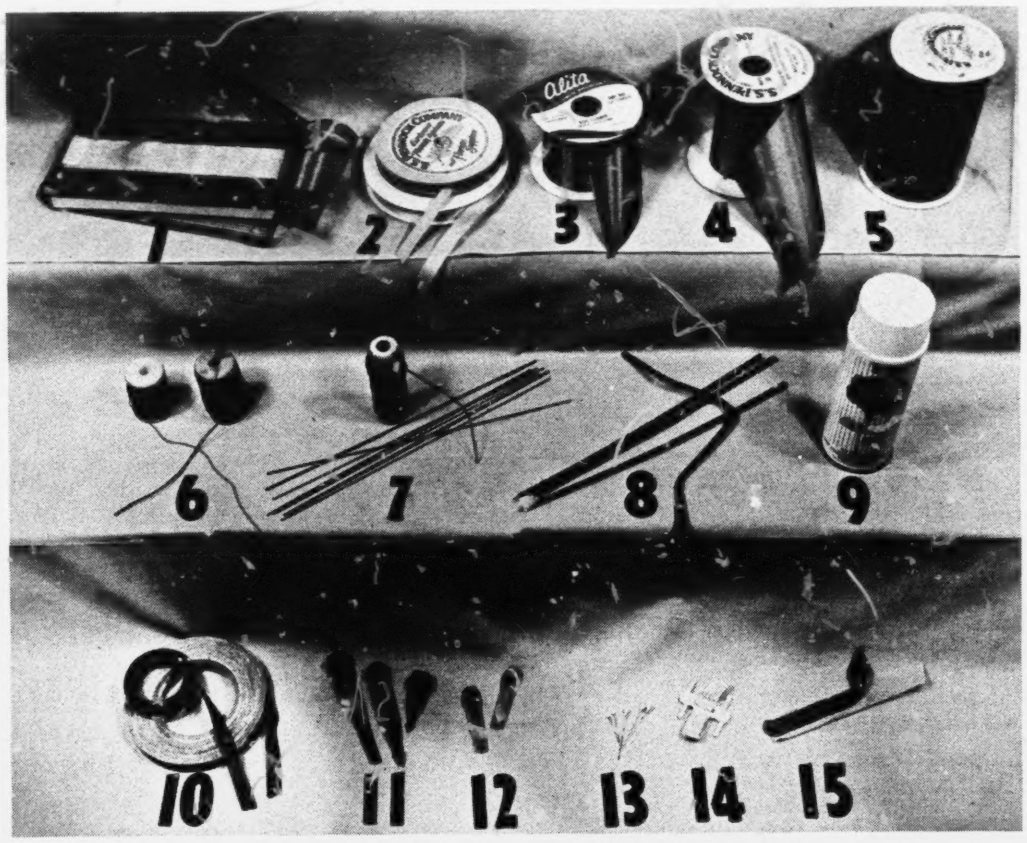


Figure 4. Supplies frequently used by florists.

1. wide net ribbon
2. corsage ribbon
3. pot tie ribbon
4. wide satin ribbon
5. wide netting
6. thread
7. wire
8. pipe cleaner
9. spray paint
10. floratape
11. water picks
12. water tubes
13. corsage pins
14. wristlet form
15. waterproof adhesive tape

Supplies available to the florist are too numerous to list. However, some of those most often used are shown in Figure 4. Wire support for cut flowers is used in many arrangements. It is also useful in the construction of corsages. Wire sizes used by florists vary from 18 gauge to 36 gauge. Eighteen gauge wire is thickest and 36 gauge wire is the thinnest. Wire usually comes in 12 or 18 inch lengths and may be enameled or plain. Floratape is another very necessary item for the florist. It is a tape that will stretch. It is available in green, light green, white, orchid, or brown colors. Floratape comes in 1/2 inch or 1 inch widths and is used to cover the wires and stems to make more attractive corsages and wedding work.

Ribbon is used in most corsages, wedding designs, and certain funeral pieces. It is available in many colors and designs. It can be found in many widths and in a variety of materials such as acetate tinsel, rayon, and satin.

Other items frequently used by a designer are water picks, frames, thread, chenille stems, spray paint, corsage pins, numerous styrofoam novelties, wax rolls, string, foil, and other accessories.

Designing Home and Hospital Arrangements

Home and hospital arrangements are very popular items in the retail flower shop. The principles of good arrangement and elements of design are the same for all of these arrangements. Most of the arrangements may be listed as one of the following types:

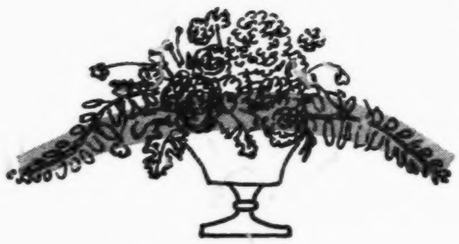
1. horizontal design
2. vertical design
3. hogarth line (slender "S")
4. inverted "T"
5. symmetrical triangle
6. asymmetrical triangle
7. right angle ("L")
8. crescent
9. circle
10. oval
11. zig zag
12. spiral
13. diagonal

All designs will fit into one of these thirteen line types but some are more popular than the others. These are listed as guides for the beginning designer, as well as the experienced designer. These thirteen types are shown on page 66.

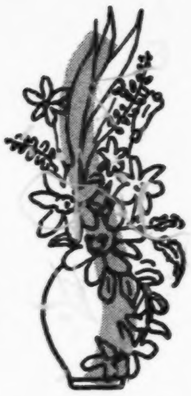
Five of these designs are most commonly used by retail florists and will be shown in detail on the following pages. They are the vertical, the horizontal, the symmetrical triangle, the right angle, and the asymmetrical triangle.

The materials used in making these designs are only meant as examples of materials which might be used.

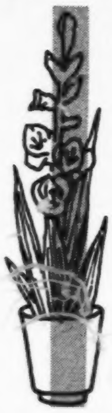
BASIC DESIGNS



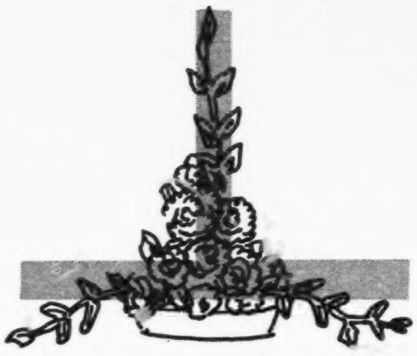
Horizontal



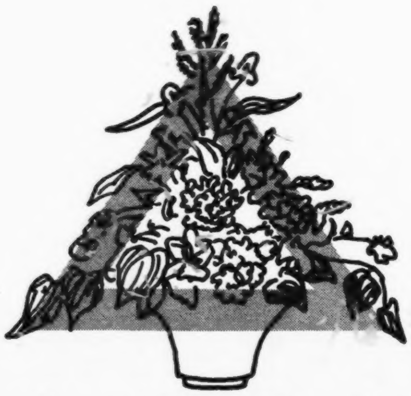
Hogarth



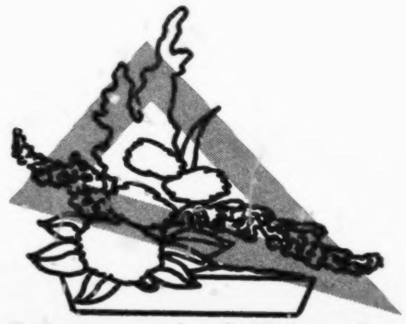
Vertical



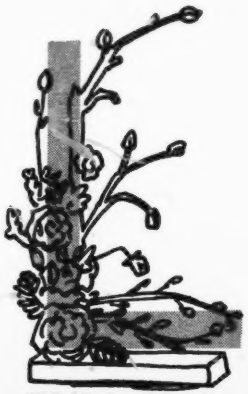
Inverted 'T'



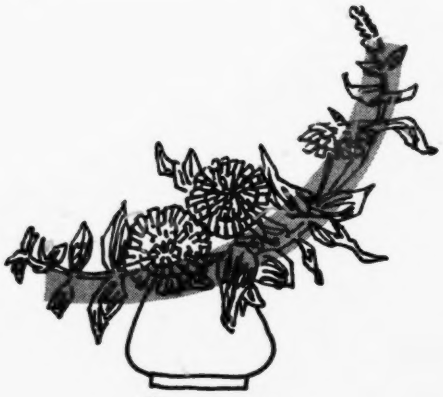
Symmetrical Triangle



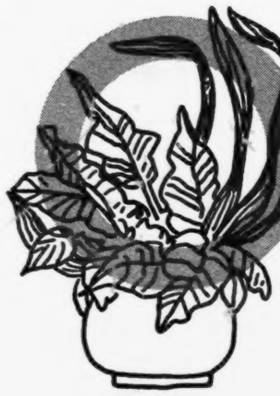
Asymmetrical Triangle



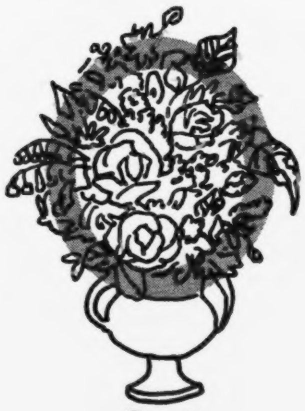
Right Angle



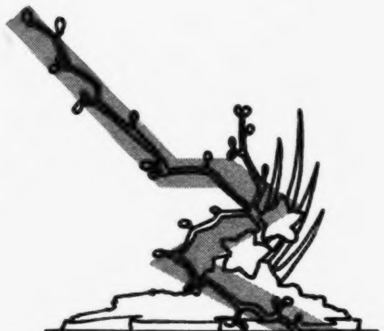
Cresent



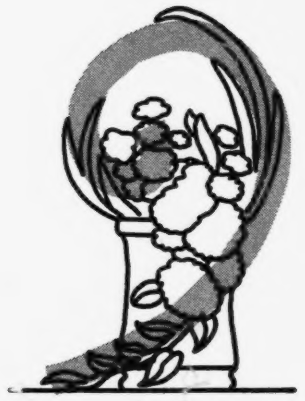
Circle



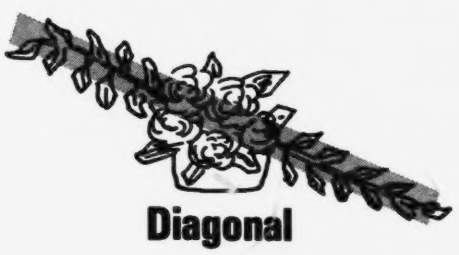
Oval



Zig Zag

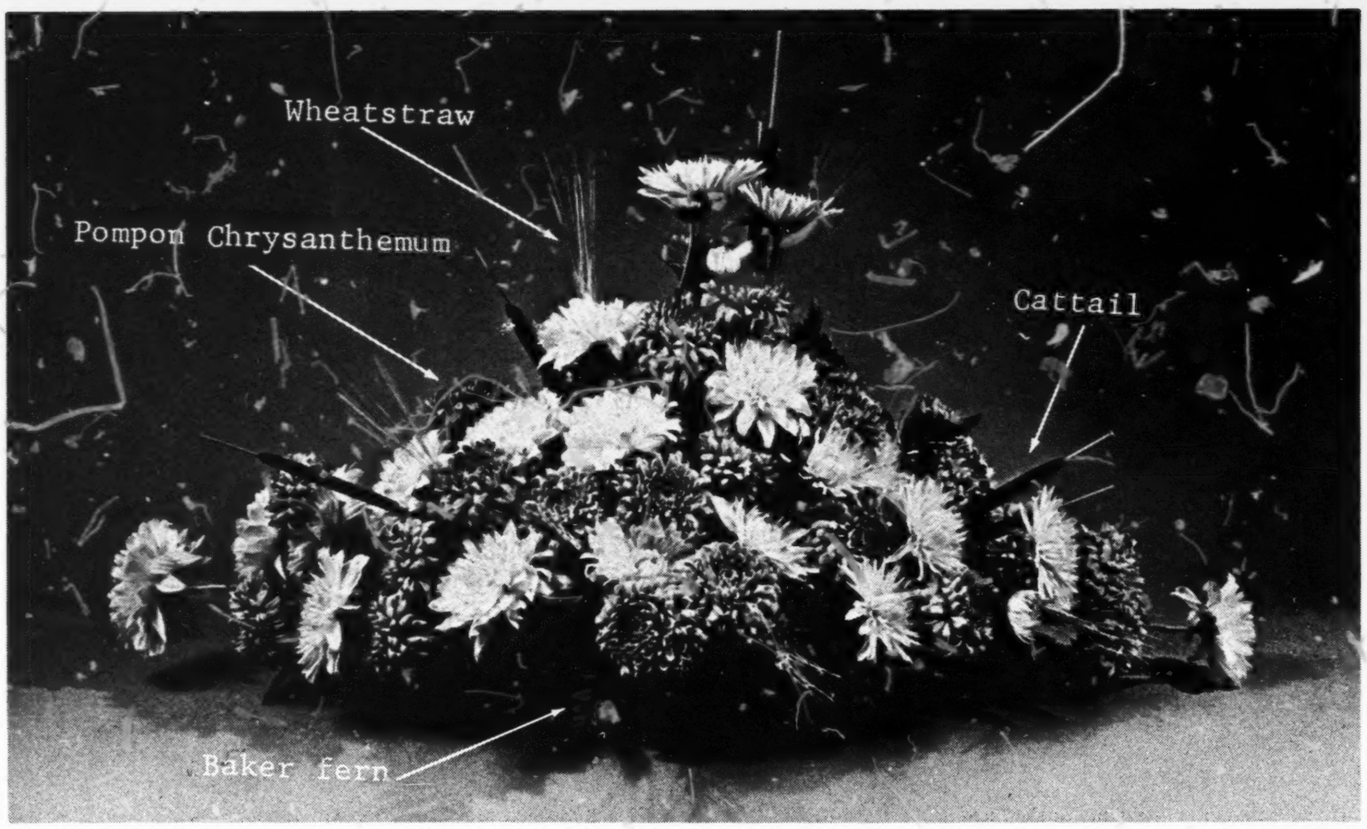


Spiral



Diagonal

The Horizontal Design



MATERIAL NEEDED		
Foliage	**Flowers**	**Other**
Baker fern 6 pcs.	Pompons (yellow) 6 stems	Low flat container
Cattails 6 pcs.	Pompons (bronze) 6 stems	Foam
Wheatstraw 6 pcs.		

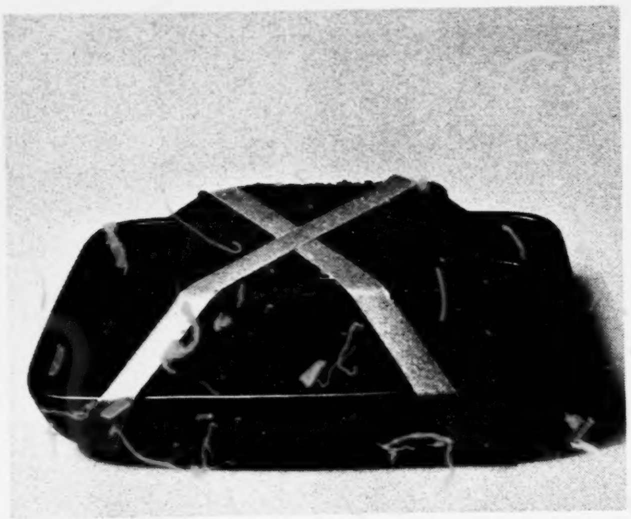
Analysis:

1. Balance is achieved by using about equal numbers and sizes of flowers on all sides of the arrangement.
2. This design is made to be viewed from all sides.
3. Colors are complementary - shades of bronze and yellow.
4. The larger and darker colored flowers are placed toward the bottom.
5. Repetition is achieved by a mixing of light and dark colors.

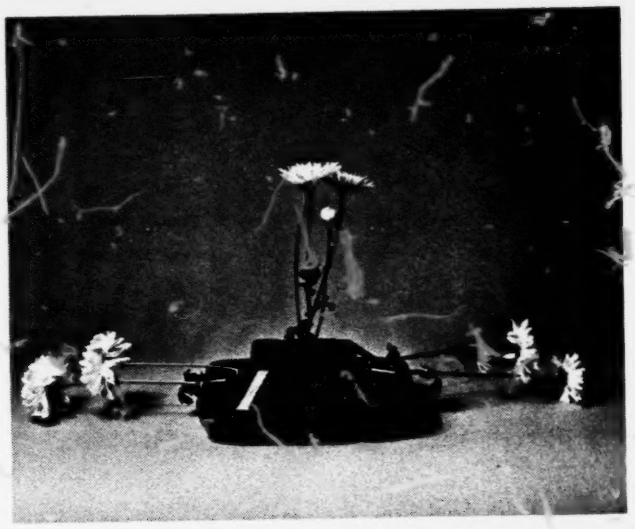
Major Uses:

Because it is low and can be viewed from all sides, this design is especially useful for dining room or coffee tables. However, it may be used in almost any location in the home or office.

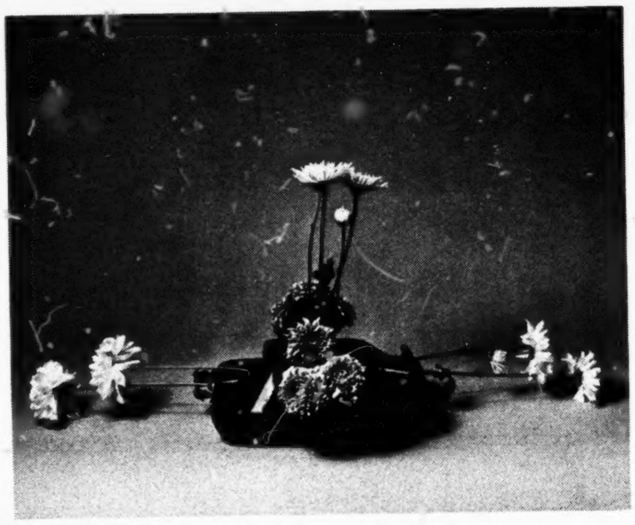
The Horizontal Design



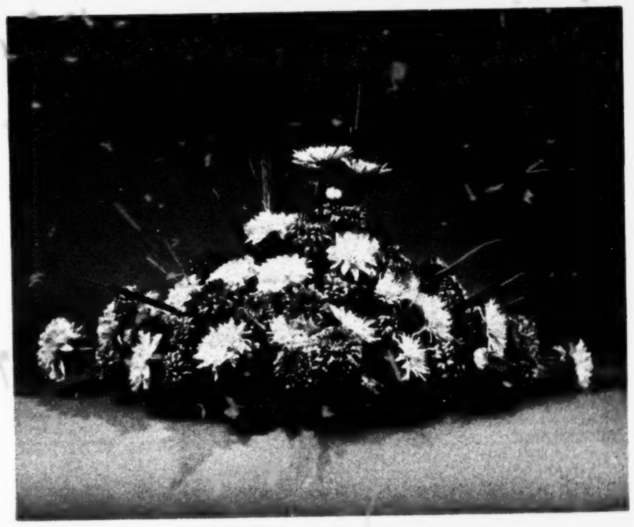
STEP 1



STEP 2



STEP 3



STEP 4

Techniques of Construction

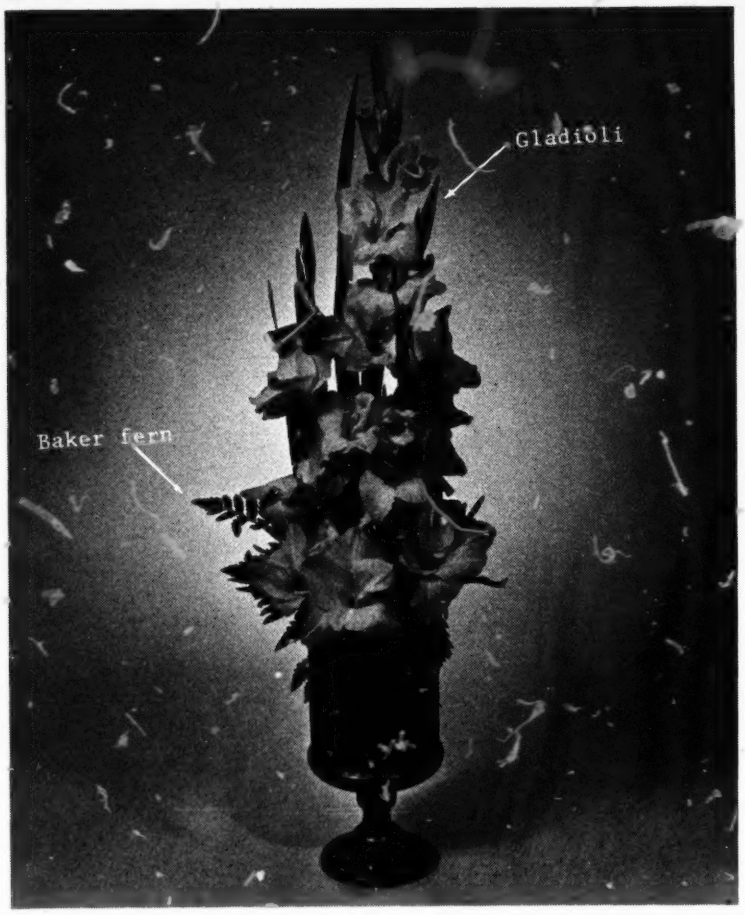
STEP 1 - Preparing the Container - Select a low shallow container. Place a holding device (foam) in the center of the container. Secure the holding device with tape.

STEP 2 - Establishing the Lines - Place a stem of pompons in the center of the holding device - make sure it is perpendicular. Place stems of pompons of the same length horizontally on the opposite ends of the container.

STEP 3 - Establishing the Focal Points - Use three pompons to form a focal point on each side of the arrangement. These are placed at the base of the perpendicular flower.

STEP 4 - Filling-in - Fill in the arrangement. Use two different colors of pompons, baker fern, dried cattails, and wheatstraw.

The Vertical Design



MATERIAL NEEDED		
Foliage	**Flowers**	**Other**
Baker fern 6 pcs.	Gladiolus 6 spikes	Pedestal-type container
		Foam

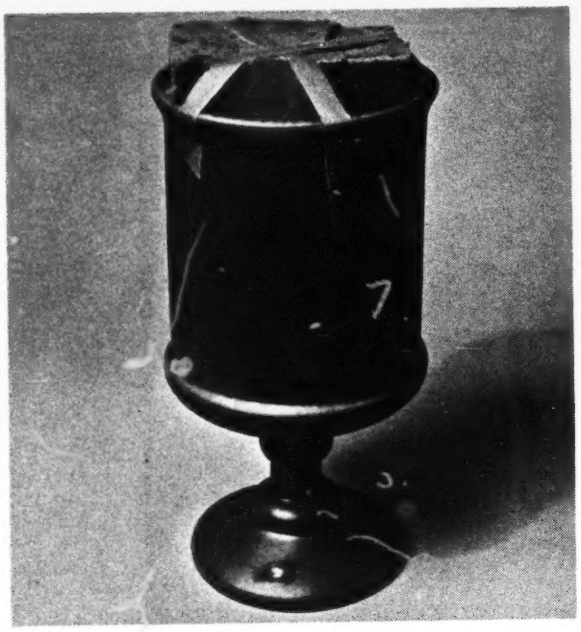
Analysis:

1. The height of the tallest flower is about 1½ times the height of the continer.
2. The focal point is made with three large gladioli blossoms. These are put in the center at the rim of the container.
3. Only one color is used in this design.
4. Unity is achieved by the use of only one kind of flower in the design.

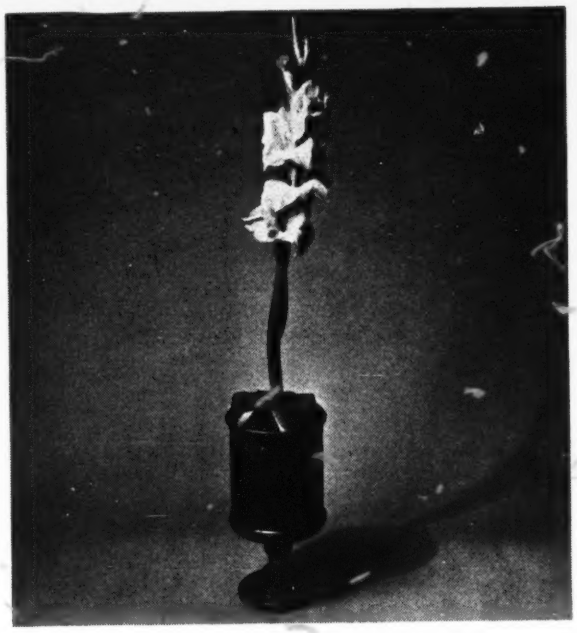
Major Uses:

The vertical design may be used in the home, office, or hospital. Because it is not designed to be viewed on all sides, it is not to be used as a centerpiece unless completed on the back side.

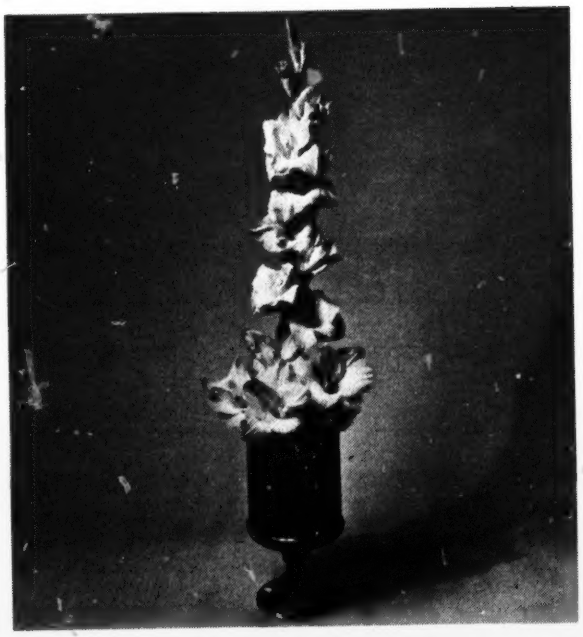
The Vertical Design



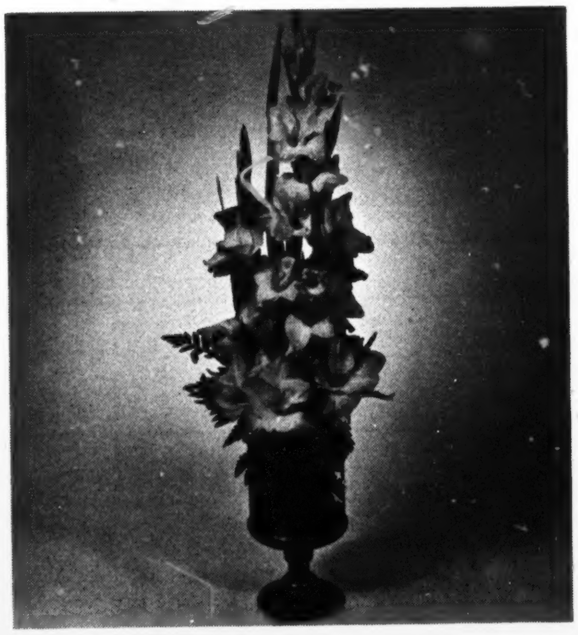
STEP 1



STEP 2



STEP 3



STEP 4

Techniques of Construction

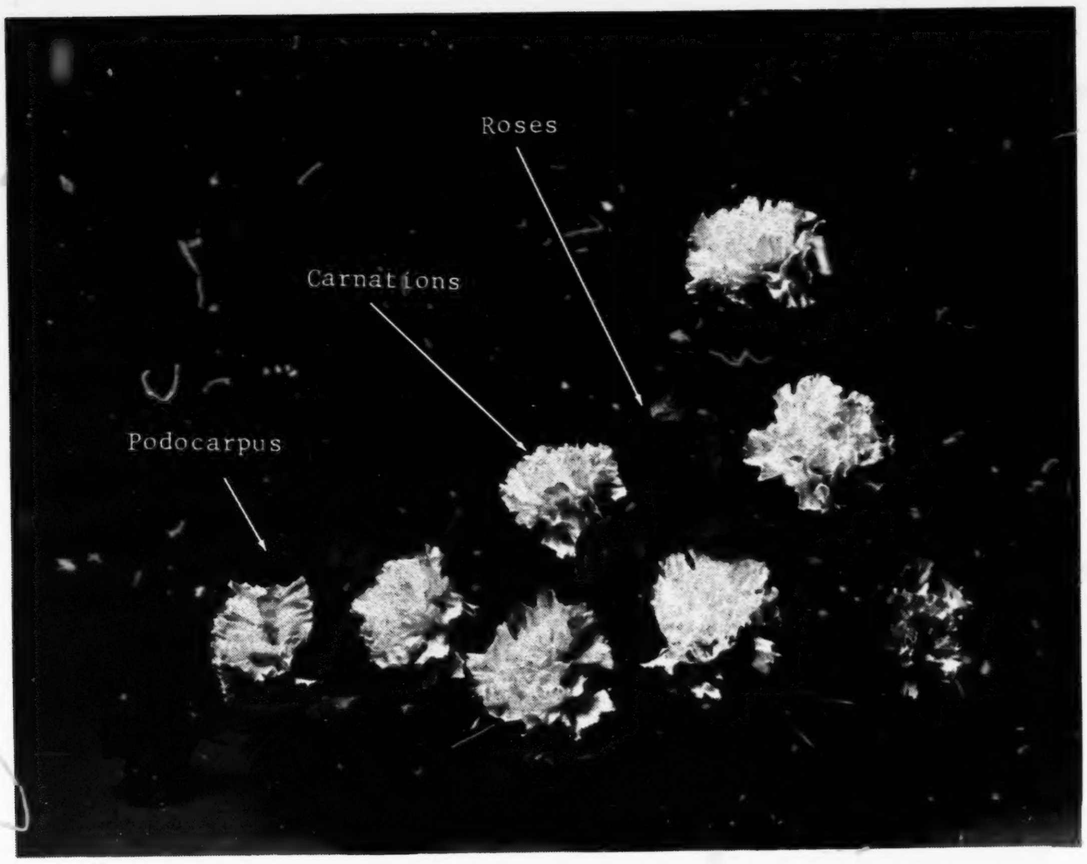
STEP 1 - Preparing the Container - Select a pedestal type container. Place a holding device (foam) in the container. Tape the holding device to the container.

STEP 2 - Establishing the Lines - Cut one gladiolus spike about 1½ to 2 times the height of the container. Place the spike vertically in the center of the holding device.

STEP 3 - Establishing the Focal Point - Detach three large blossoms from a spike and center them near the rim and at the front of the container.

STEP 4 - Filling-in - Fill in with several spikes approximately 2/3 the length of the original spike. Add baker fern around the edge of the container. To finish the design and to hide the tape, fill in the back of the container with baker fern.

The Right Angle



MATERIAL NEEDED		
Foliage	**Flowers**	**Other**
Podocarpus 4 pcs.	Carnations (white) 8	Low flat container
	Roses (red) 12	Foam

Analysis:

1. The larger white carnations are placed toward the bottom of the arrangement. The smaller red roses are placed toward the top and outer edges.
2. Colors are complementary.

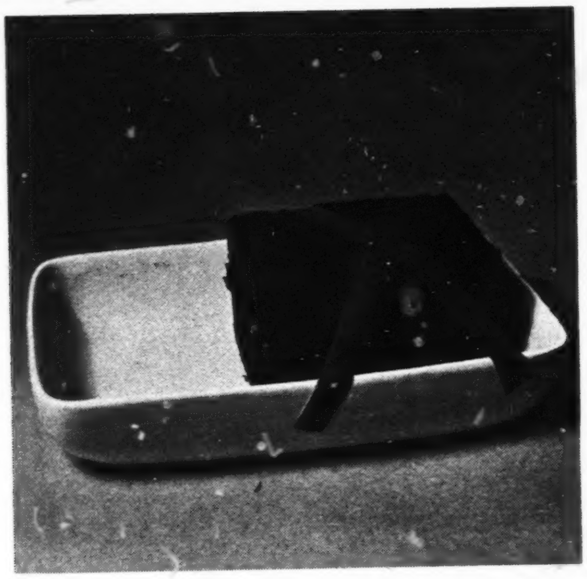
Major Uses:

This arrangement may be used at almost any location in the home or office. However, it is not to be viewed from all sides.

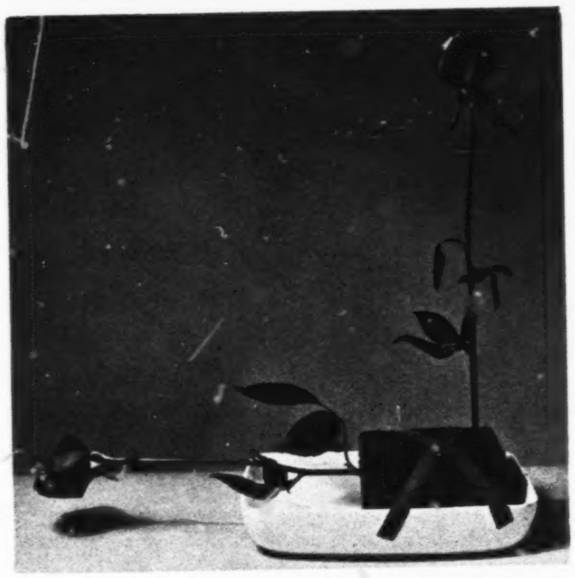
This arrangement is often used as a hospital arrangement.

Two of these are often made facing in opposite directions and used on fireplace mantles.

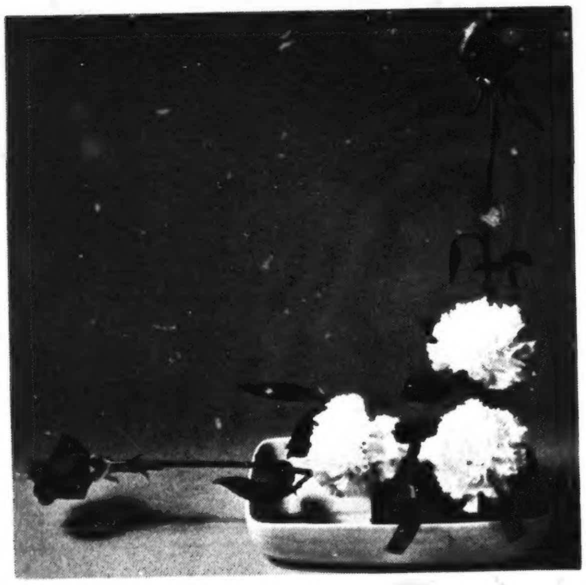
The Right Angle



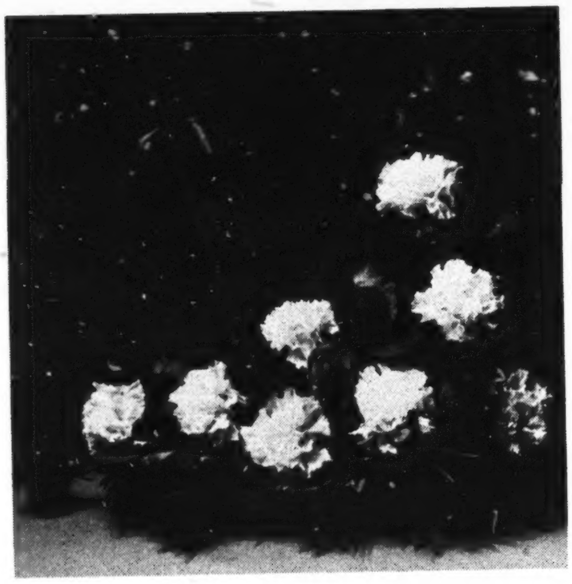
STEP 1



STEP 2



STEP 3



STEP 4

Techniques of Construction

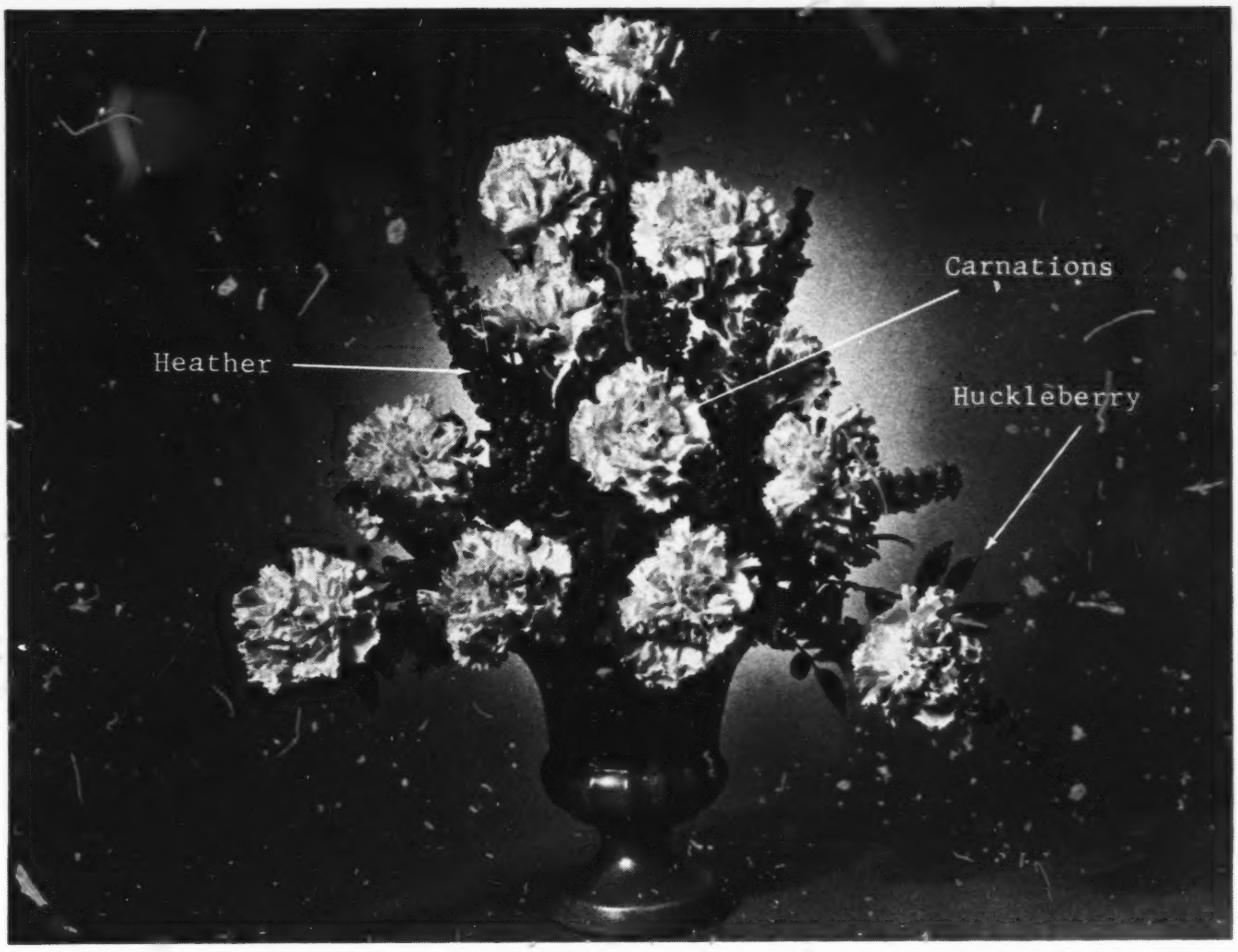
STEP 1 - Preparing the Container - Use a shallow tray container. Place the holding device (foam) to the right of the center. Secure the holding device with floratape.

STEP 2 - Establishing the Lines - Cut one rose stem about 1½ times the length of the container. Place it vertically and to the side of the holding device. If it does not remain straight, it may be necessary to wire the stem. Cut a second rose shorter than the first. Place the second rose at a right angle to the left of the first.

STEP 3 - Establishing the Focal Point - Use three large carnations at the joint of the vertical and horizontal lines.

STEP 4 - Filling-in - Use more roses and carnations to fill-in. Add podocarpus foliage along the edge and within the arrangement.

The Symmetrical Triangle



MATERIAL NEEDED		
Foliage	Flowers	Other
Huckleberry 6 pcs.	Carnations (pink) 12	Pedestal type container
	Heather (rose-pink) 12	Foam

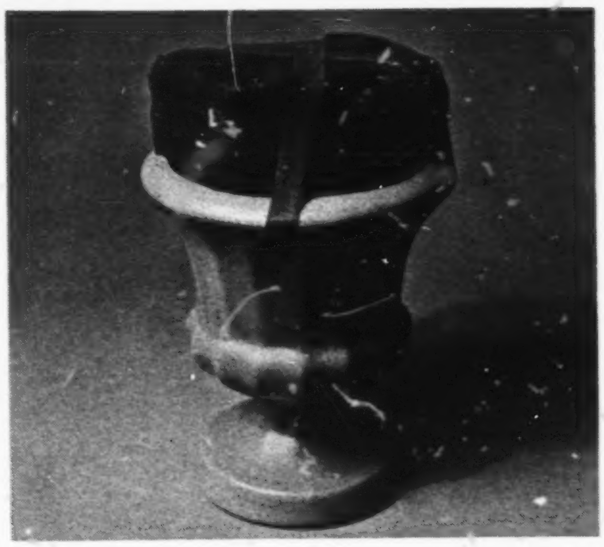
Analysis:

1. The larger flowers are placed toward the bottom of the design. The smaller flowering heather is placed toward the outer edges of the arrangement.
2. Colors are monochromatic (shades of red).
3. Unity and repetition are achieved by using heather and carnations all through the arrangement.

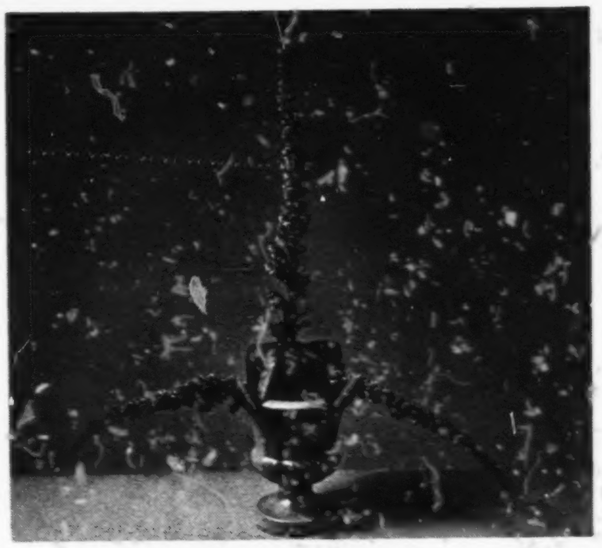
Major Uses:

This arrangement may be used in the home, the office, or as a hospital arrangement. It is a one-sided arrangement.

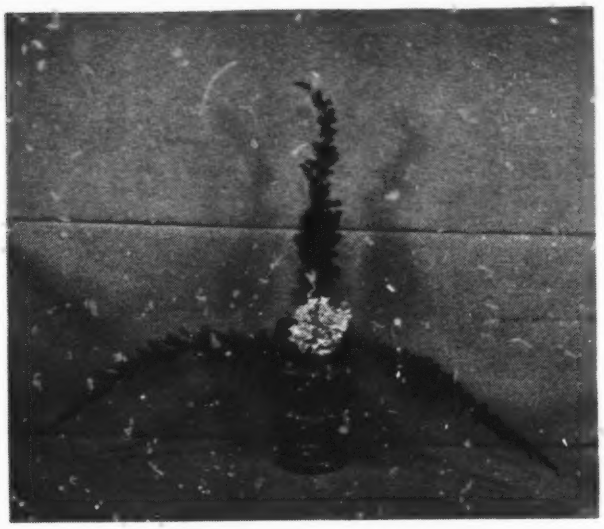
The Symmetrical Triangle



STEP 1



STEP 2



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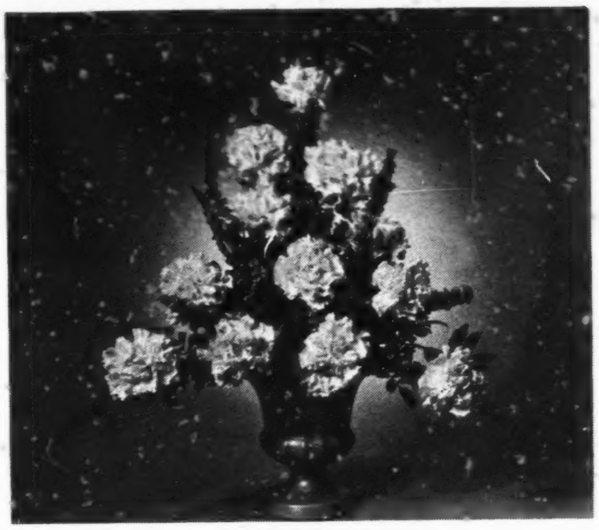


STEP 4

Techniques of Construction

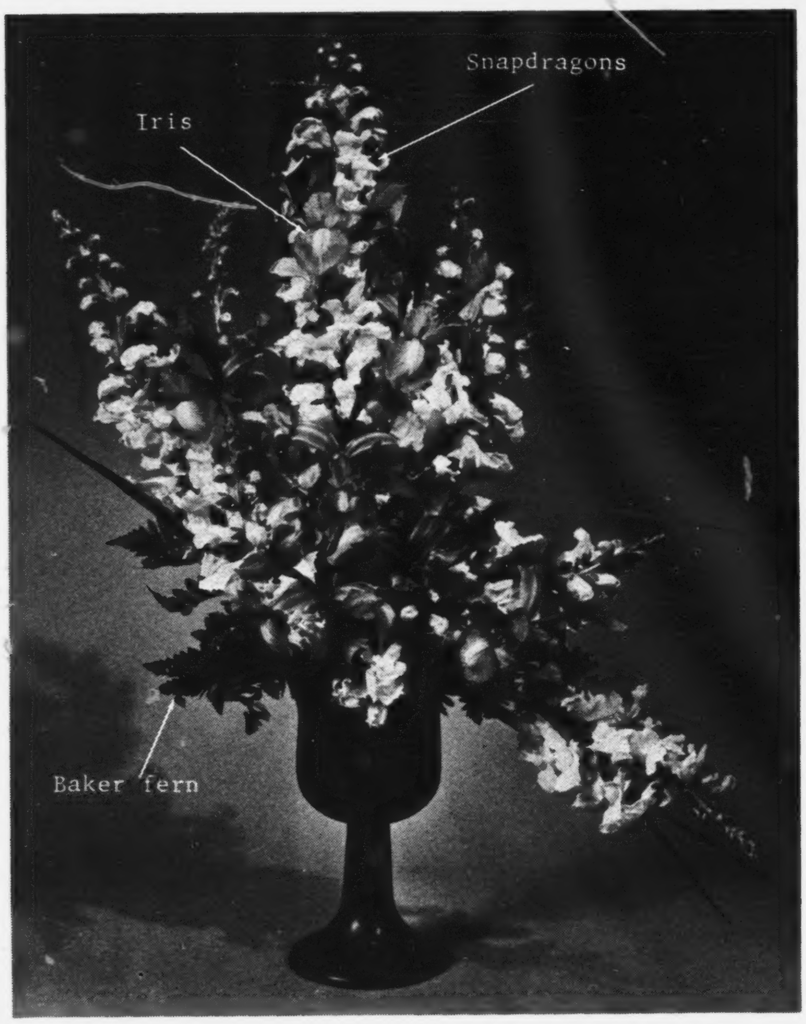
STEP 1 - Preparing the Container - Select a container (a pedestal type container is used here). Place the holding device (foam) in the container. Tape the holding device to the container.

STEP 2 - Establishing the Lines - Use three stems of heather. The vertical piece should be about 1½ to 2 times the height of the container. Place two stems opposite each other and at right angles to the first. The width must be less than twice the height. The tallest flower is also the longest.

STEP 3 - Establishing the Focal Point - Place the largest carnation at the front of the container and near the rim for the focal point.

STEP 4 - Filling-in - Fill in with additional heather and carnations. Add a small amount of huckleberry. Be sure the triangle is balanced.

The Asymmetrical Triangle



MATERIAL NEEDED		
Foliage	Flowers	Other
Baker fern 6 pcs.	Snapdragons (yellow) 8	Pedestal type container
	Iris (purple) 8	Foam

Analysis:

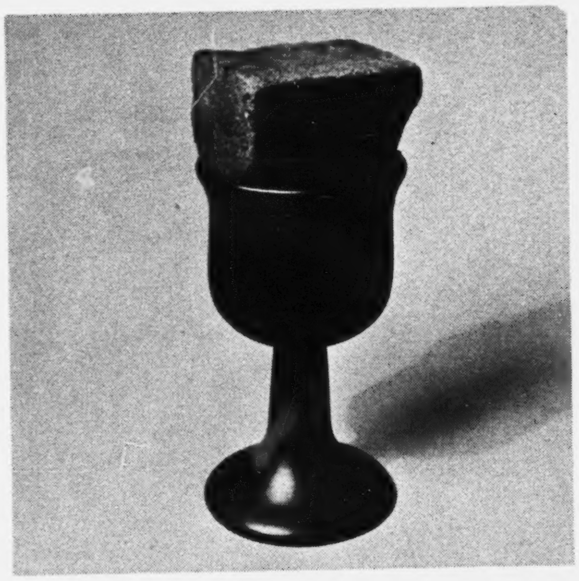
1. The general effect is one of balance although one side is high and the other is low.
2. The colors used are complementary (yellow and purple).

Major Uses:

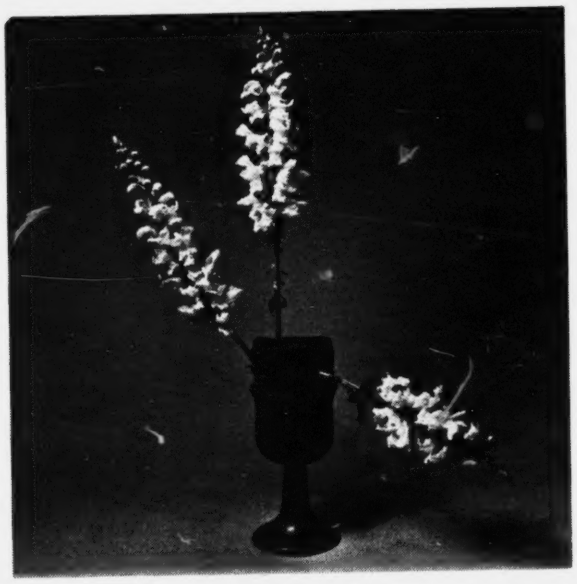
This design is used mainly in the home or hospital.

It can be viewed from only one side.

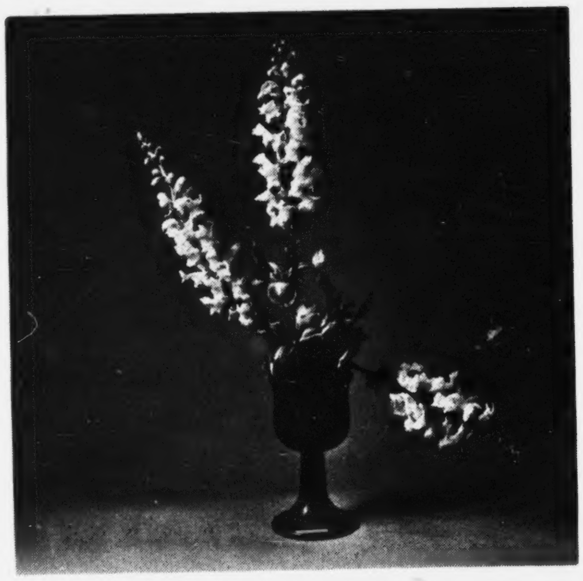
The Asymmetrical Triangle



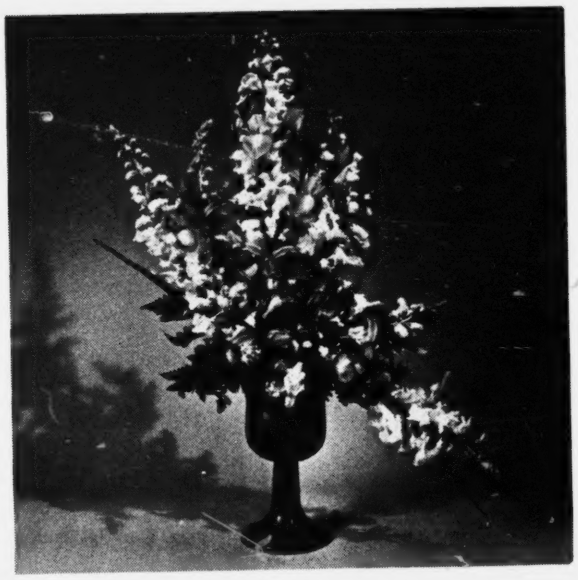
STEP 1



STEP 2



STEP 3



STEP 4

Techniques of Construction

STEP 1 - Preparing the Container - Select a pedestal type container. Place the holding device (foam) in the container.

STEP 2 - Establishing the Lines - Make a vertical line 1½ to 2 times the height of the container using a snapdragon spike. Make a second line about 60 degrees from the horizon. The tip of the second spike should be about 2/3 the height of the first spike. Make a third line about 30 degrees below the horizontal line. Put this spike on the opposite side from the second spike.

STEP 3 - Establishing the Focal Point - Place three iris at the base of the tallest flower and at the joint of the stems to produce the focal point.

STEP 4 - Filling-in - Use additional iris and snapdragons to fill in. Add baker fern around the edge of the container. Iris should be mixed throughout the design.

Wedding Design

Flower arrangements for weddings include arrangements used by the bride and the bridal party. Flower arrangements are also used to decorate the church and the place for the reception. The latter will be discussed in Problem Area 4. The designs used by the bride and the bridal party consist of the bridal bouquet, attendents' bouquets, corsages, and boutonnieres.

Popular bouquets are the colonial design, the cascade design, and the crescent design. The steps in the construction of the crescent design are shown on pages 93 and 94. The construction procedures are similar to other bridal bouquets.

Corsages are one of the most popular items sold in the florist shop. They are of four types: shoulder corsages, waist corsages, wrist corsages, and corsages worn in the hair. The shoulder corsage is by far the most popular. It should be worn with flowers facing upward. Sometimes the corsage is pinned to the lady's purse.

The most commonly used shoulder corsages are those made with roses, carnations, gardenias, or orchids. Examples of the rose, cattleya orchid, cymbidium orchid, and carnation corsages are shown on the following pages. The techniques of construction are also shown. These examples represent only a few of the flowers used for corsages. The techniques illustrated are only some of the techniques used.

The boutonniere is worn by the men in the wedding party. An example of a boutonniere and its construction is shown on page 95.

Tying a bow can be difficult for the beginner. The following description may be helpful.

1. Hang the ribbon over your left thumb with the long side in front. The ribbon should be about two inches behind the thumb as shown in Step 1, page 81.

2. With your right hand take the long side of the ribbon and loop it under and around the left thumb. Squeeze the ribbon between the left thumb and forefinger as in Step 2, page 81.

3. Grasp the ribbon with the right hand about three inches from the crushed part and make a loop in the air. Bring the ribbon to the spot between the left thumb and forefinger and crush it between the two as in Step 3, page 81. The ribbon must always be looped "under" so the ribbon will fit between the left thumb and forefinger. Never leave the ribbon flat, but crush it after each loop. Looping over instead of under will make bow tying more difficult.

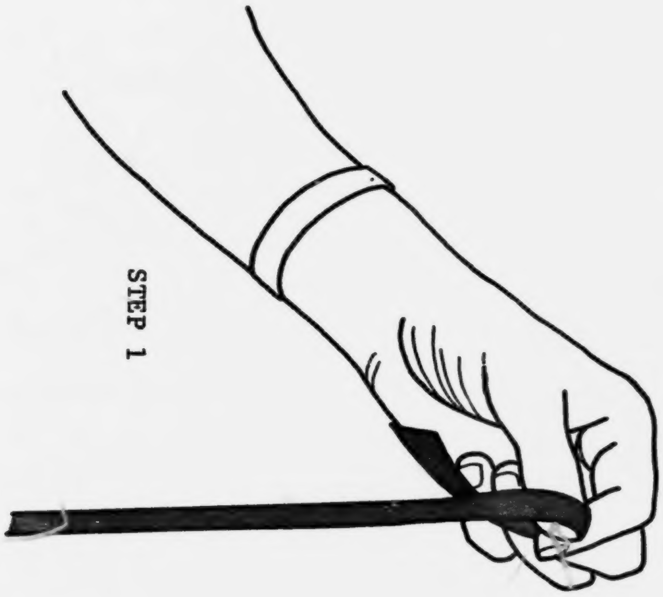
4. Go down the ribbon three inches and loop it up under. Crush again between the left thumb and forefinger. No we have our first two loops as shown in Step 4, page 81.

5. Three or four more loops are made in each direction until the bow reaches the proper size. Each set of loops should be slightly larger than the previous set. This will give the bow more character. See Step 5, page 81.

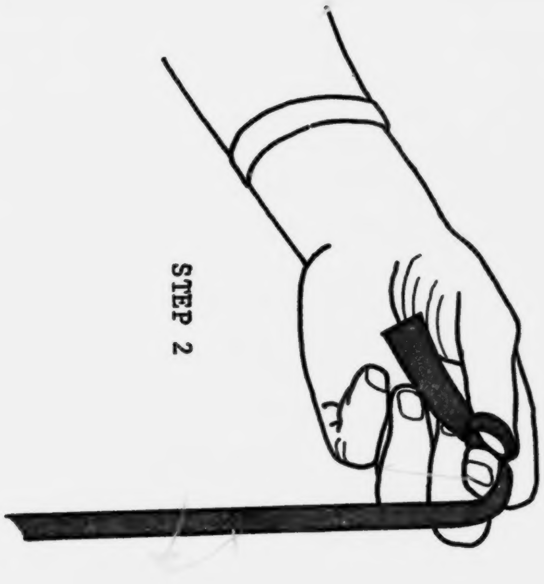
6. Cut another piece of ribbon about eight inches long. Insert this under the first small loop in place of your left thumb. Do this by pulling it down on both sides. You can tie it at the back. This will hold the bow as you have constructed it.

7. Using the two ends of the short piece which you used to tie the bow together fasten the bow to the corsage snugly against the bottom flower and tie securely with the short ribbon ends.

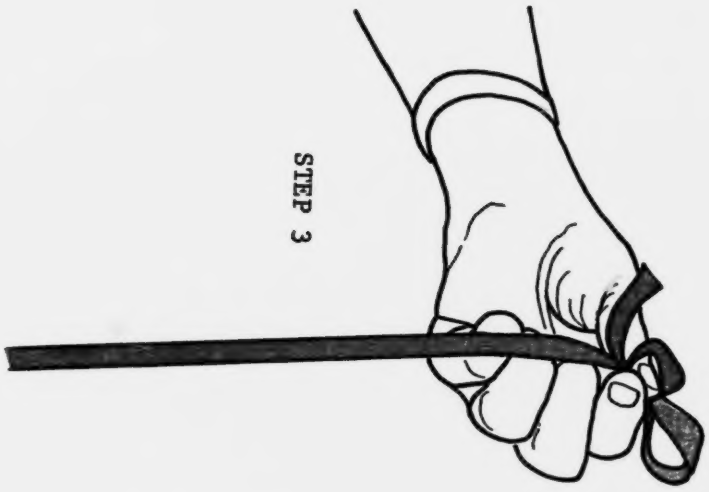
8. Trim off any ribbon ends that seem too long, and your corsage is finished.



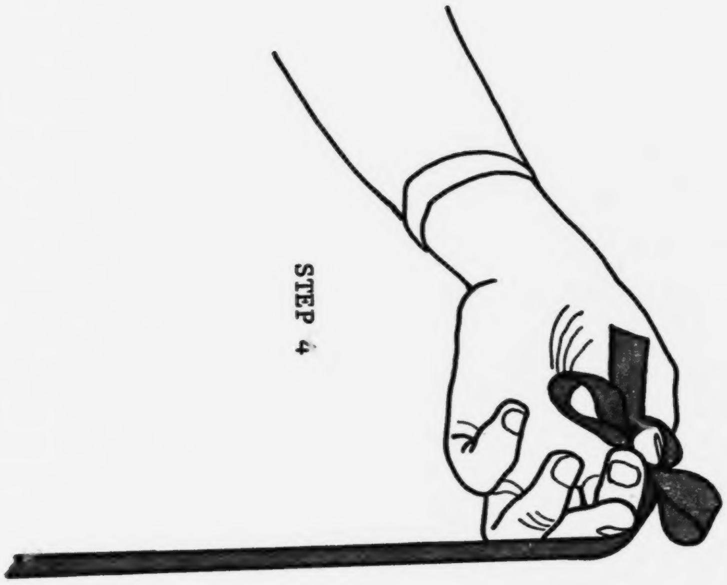
STEP 1



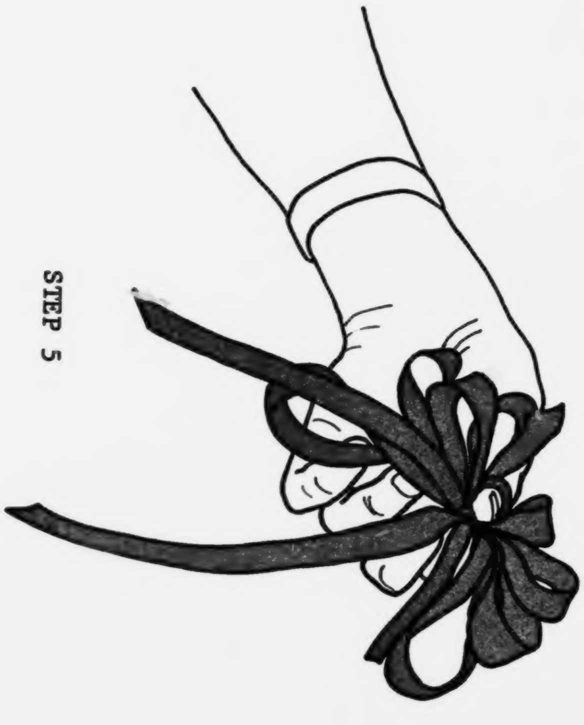
STEP 2



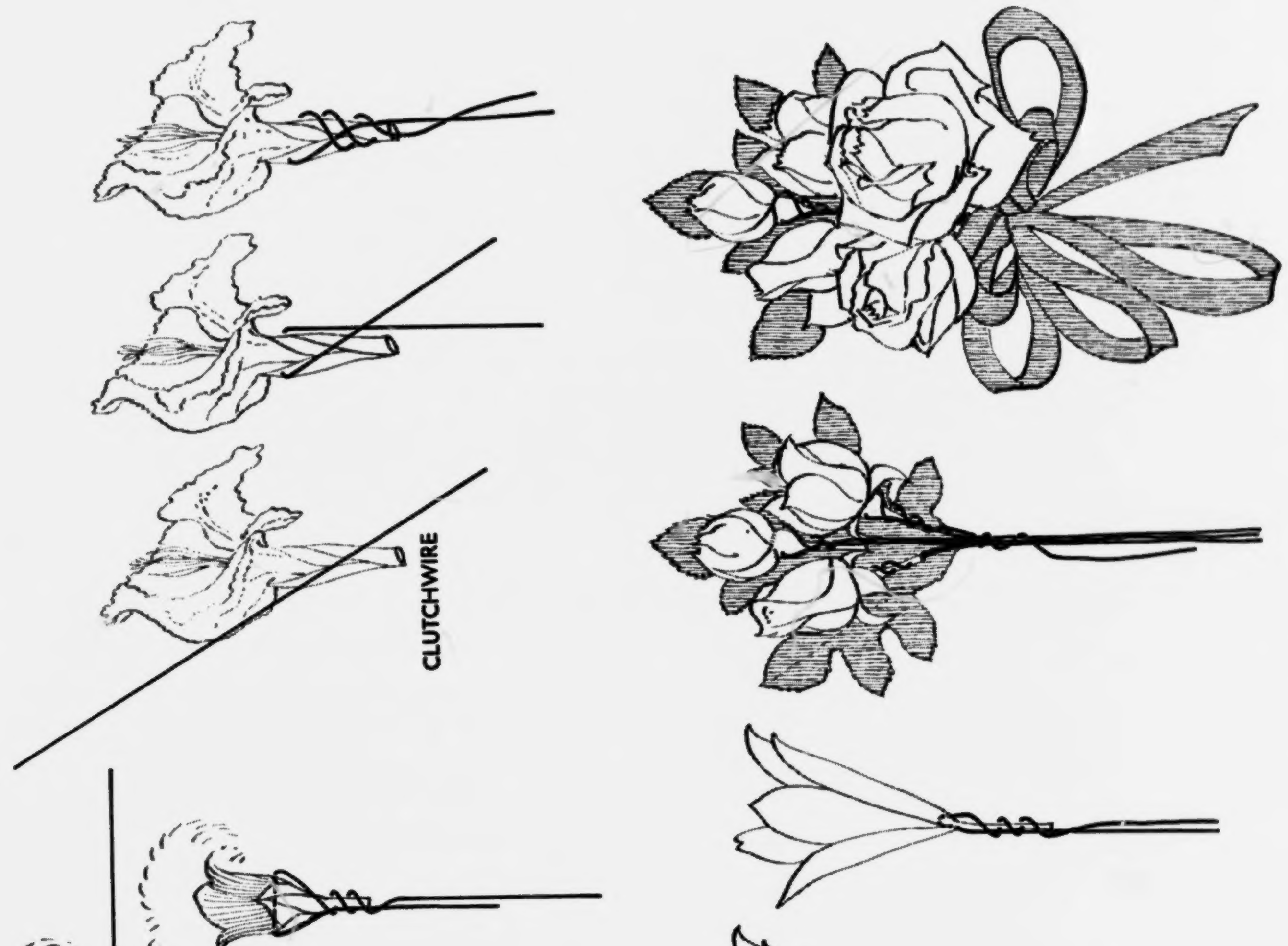
STEP 3



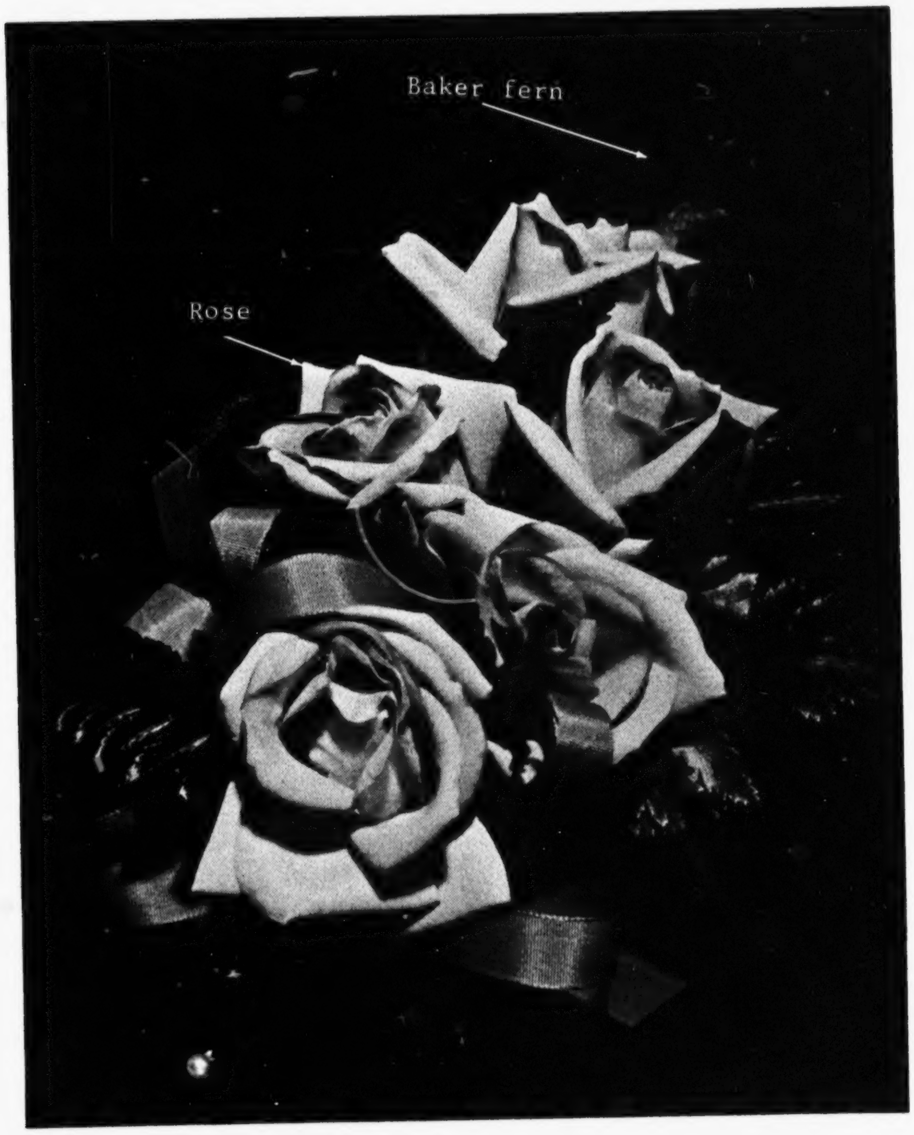
STEP 4



STEP 5


CLUTCHWIRE
PIERCING
HAIRPIN
HOOKWIRE

The Rose Corsage

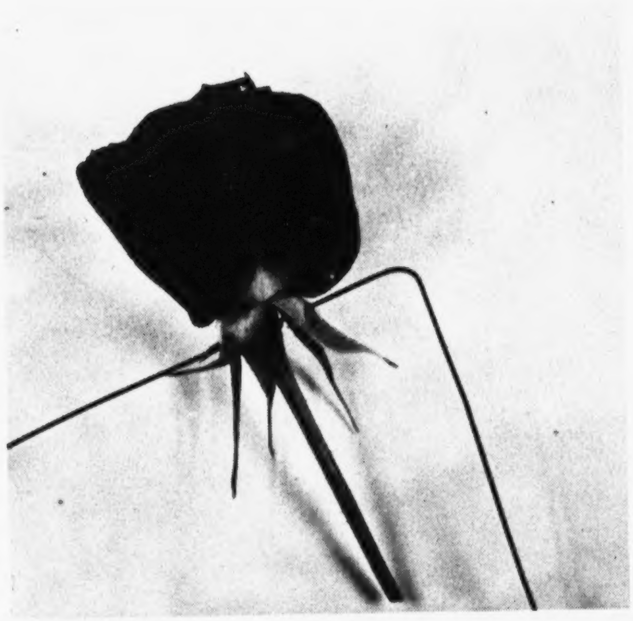


MATERIAL NEEDED		
Foliage	Flowers	Other
Baker fern 1 stem	Roses 5	Wire (No. 24)
		Floratape
		Ribbon (½")
		Corsage pin

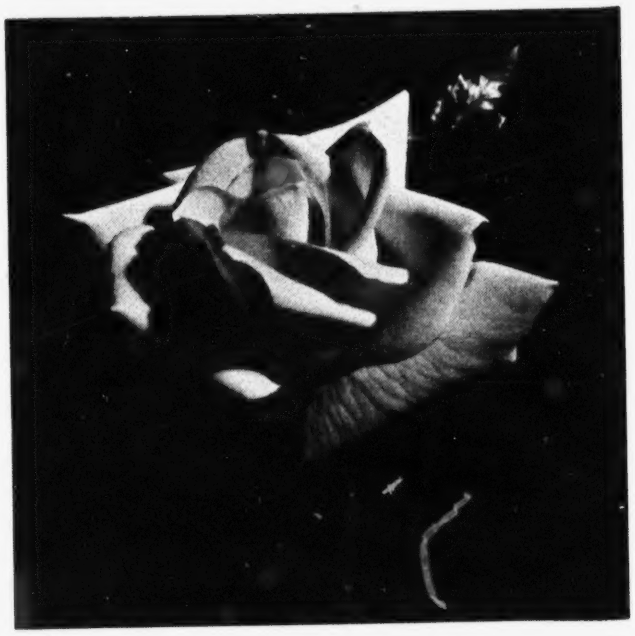
Analysis:

1. The rose corsage is usually of a triangular design. The smaller buds are placed in the upper portion of the design.
2. Complementary colors of orange and green are used.

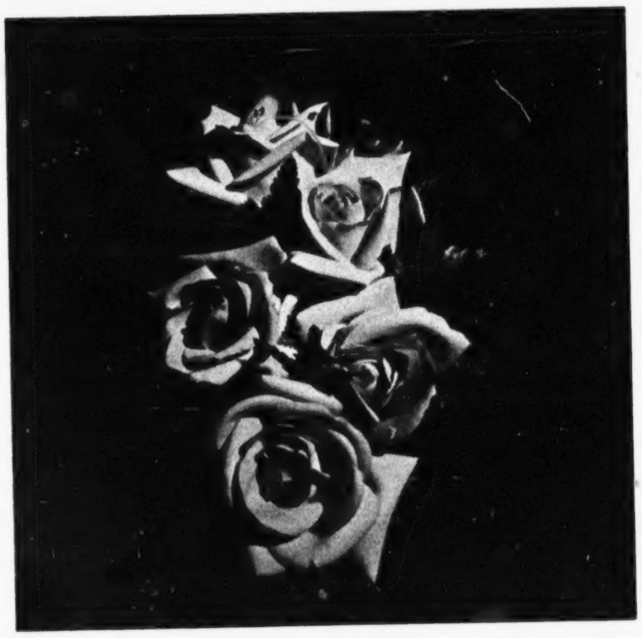
The Rose Corsage



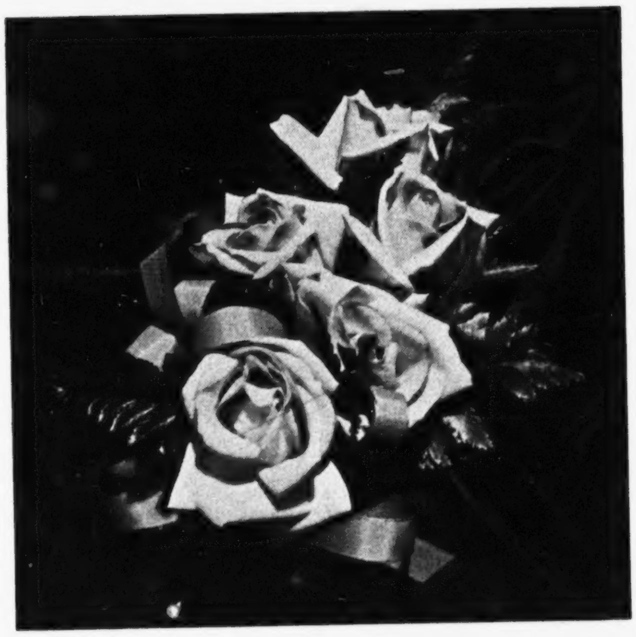
STEP 1



STEP 2



STEP 3



STEP 4

Techniques of Construction

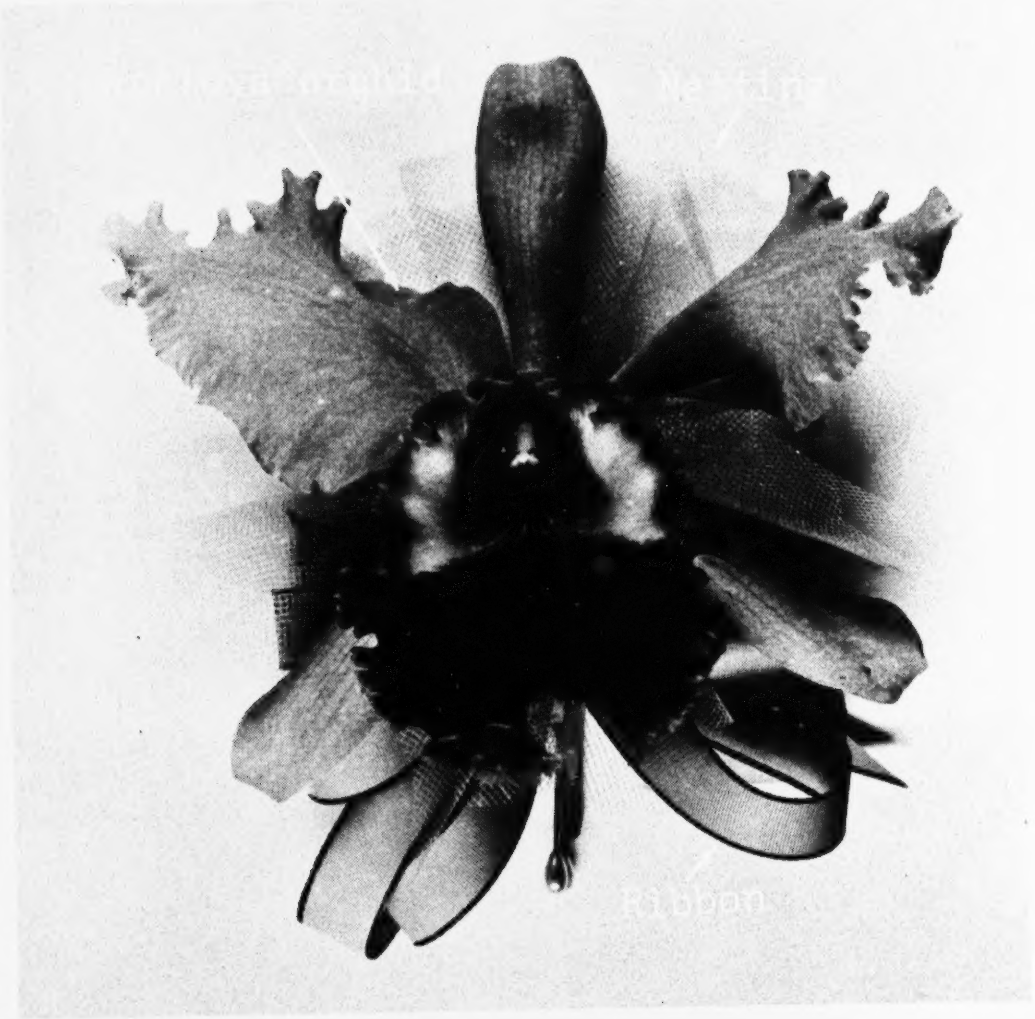
STEP 1 - Wiring and Taping - Wire each rose through the base, see page 82. Tape the wired flower with floratape.

STEP 2 - Adding the Backing - Tape a small piece of baker fern to the base of each rose with floratape.

STEP 3 - Assembling - Place each taped and backed rose together to form a triangular or shield-type design. Each flower must be tied, wired, or attached to the others individually.

STEP 4 - Finishing - Place the largest rose at the base of the corsage. Add foliage at the base. Add the bow and the pin.

The Cattleya Orchid Corsage

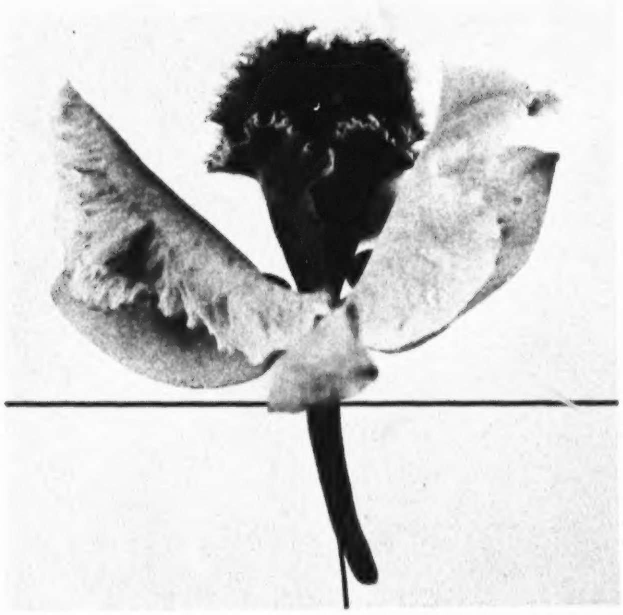


MATERIAL NEEDED		
Foliage	Flowers	Other
	Cattleya orchid 1	Water tube 1
		Netting
		Wires (No.24) 4
		Floratape
		Corsage pin

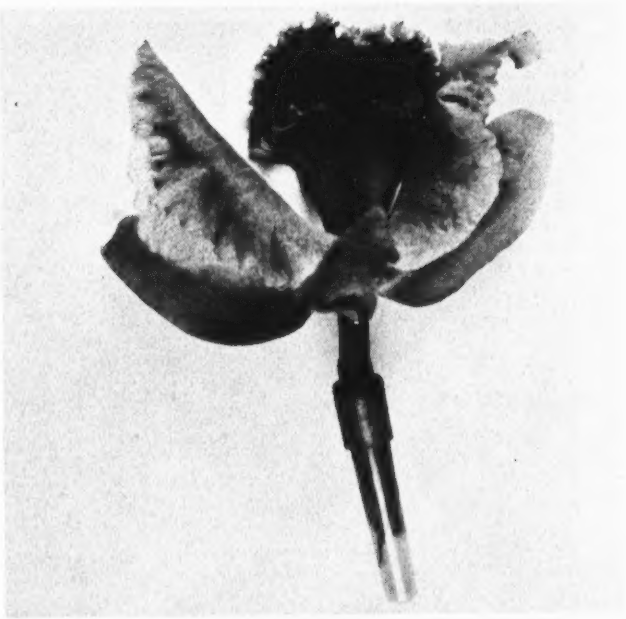
Analysis:

1. The focal point of this corsage is the orchid itself. The ribbon and netting give a finished look to the corsage.
2. The colors used are shades of violet.

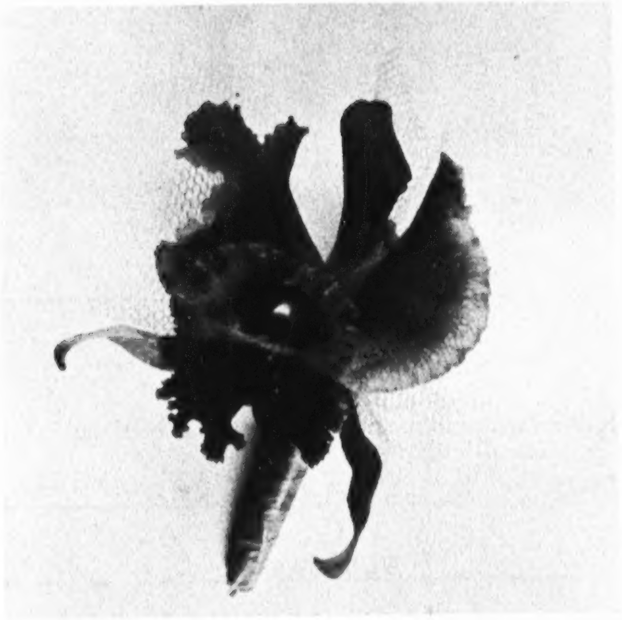
The Cattleya Orchid Corsage



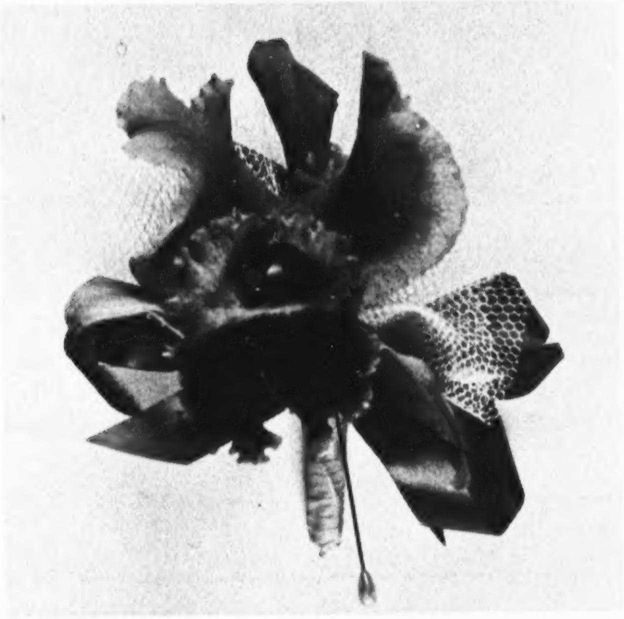
STEP 1



STEP 2



STEP 3



STEP 4

Techniques of Construction

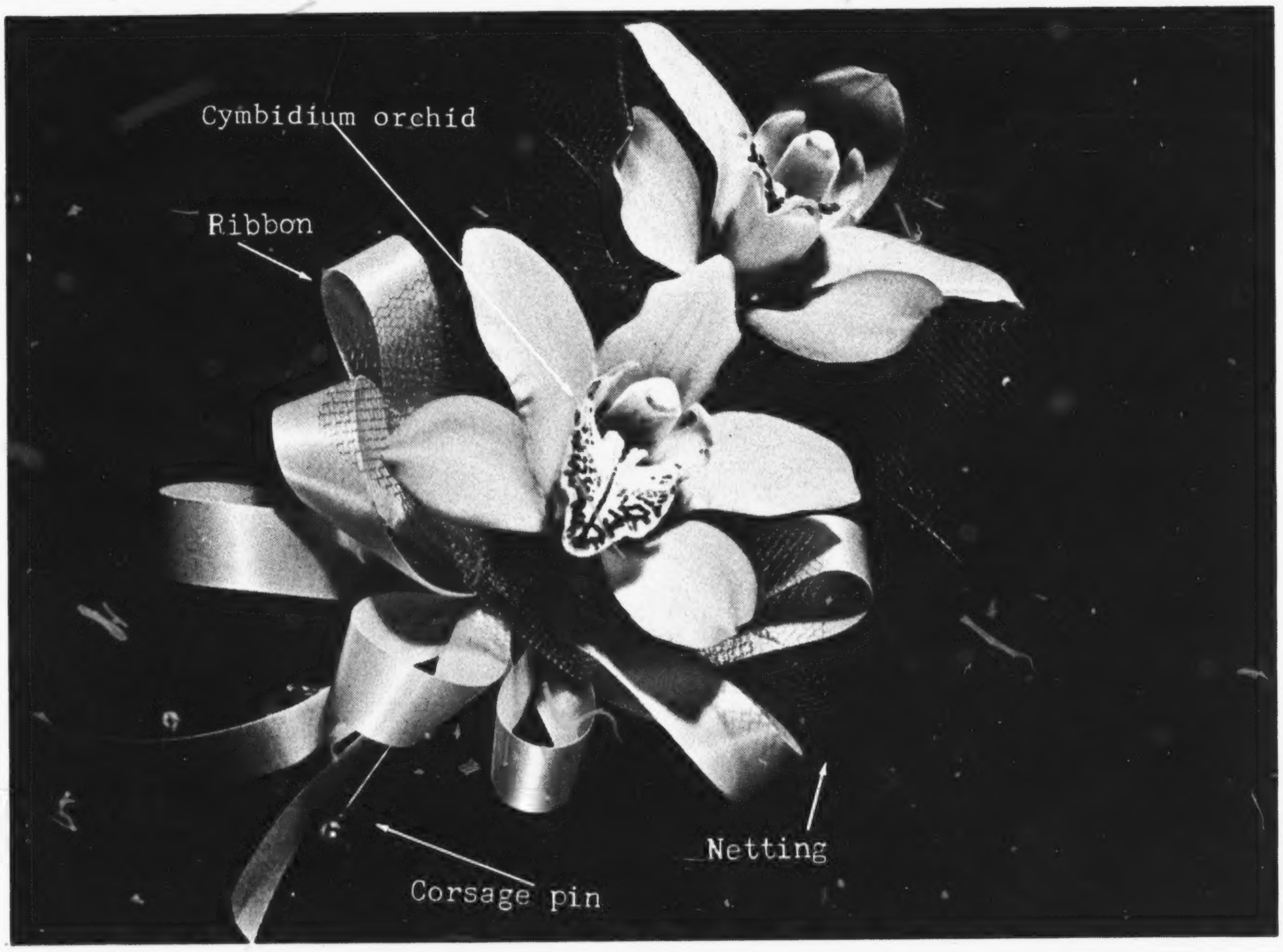
STEP 1 - Wiring and Taping - Place a wire vertically up the stem of the flower but not entirely through the flower. Place a second wire horizontally through the base of the flower. Bend both ends down along the stem. Wrap the wires with floratape.

STEP 2 - Adding the Water Tube - Cut the wired stem to two inches and place in a water tube. Wrap with floratape.

STEP 3 - Adding the Backing - Prepare three net puffs and place one to the back and one to each side of the orchid. Tape the net puffs in place.

STEP 4 - Finishing - Make final placement of net puffs. Add a bow as close to the orchid as possible. Add a corsage pin.

The Cymbidium Orchid Corsage

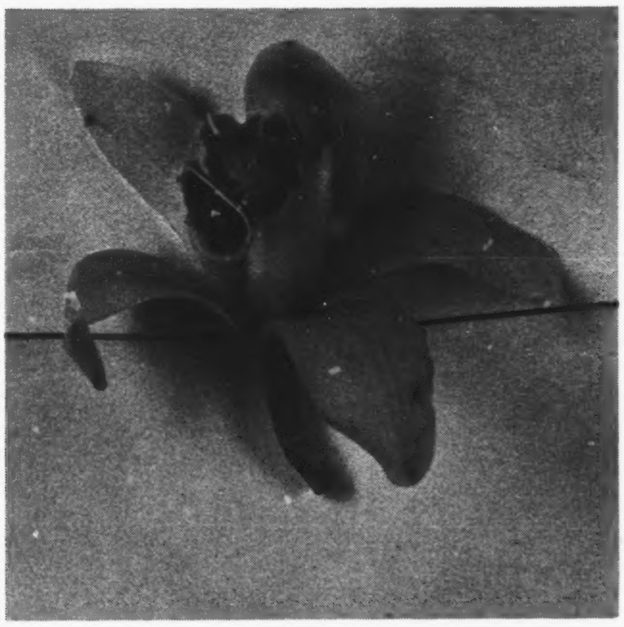

Cymbidium orchid
Ribbon
Netting
Corsage pin

MATERIAL NEEDED		
Foliage	Flowers	Other
	Cymbidium orchids 2	Wire (No. 26)
		Netting
		Ribbon (½")
		Floratape
		Corsage pin

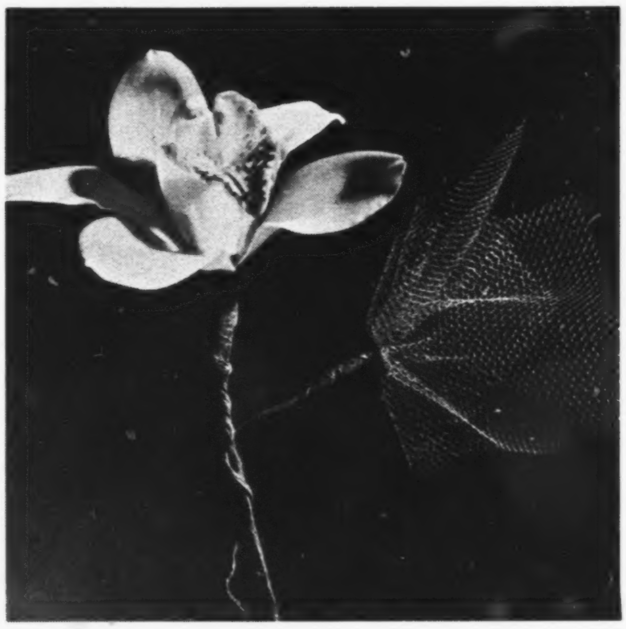
Analysis:

1. The cymbidiums are placed slightly out of line so that the upper one leans away from the person's head.
2. The differing shades of green used result in monochromatic color harmony.
3. Offsetting the upper flower prevents a straight line effect.

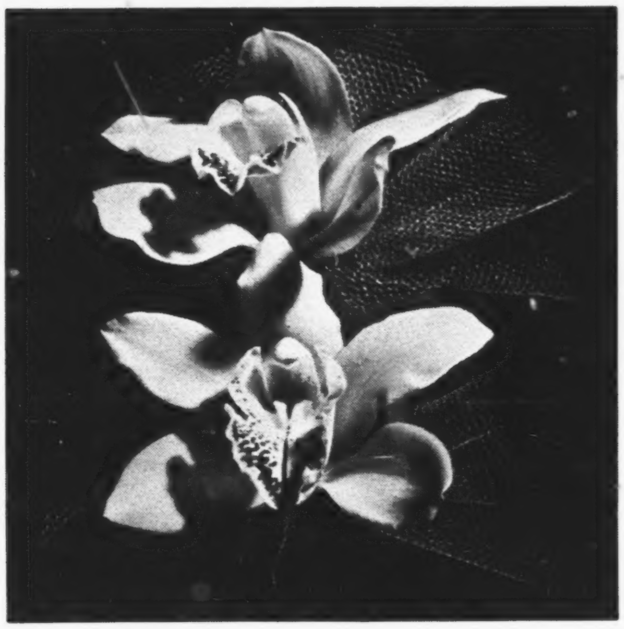
The Cymbidium Orchid Corsage



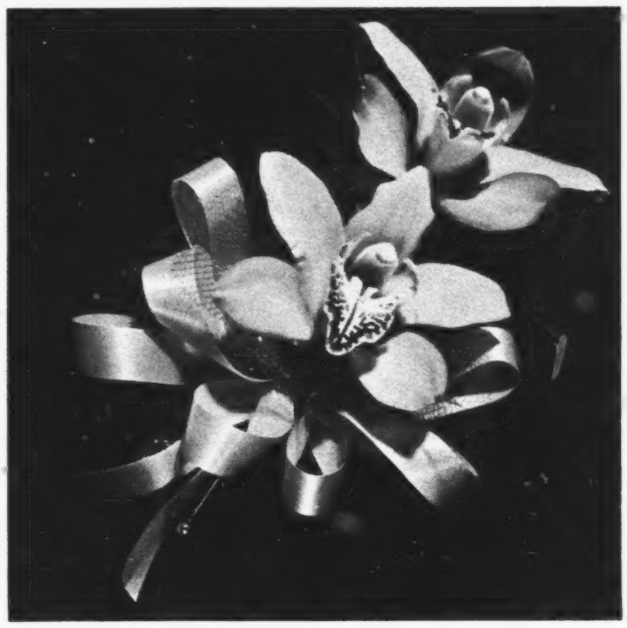
STEP 1



STEP 2



STEP 3



STEP 4

Techniques of Construction

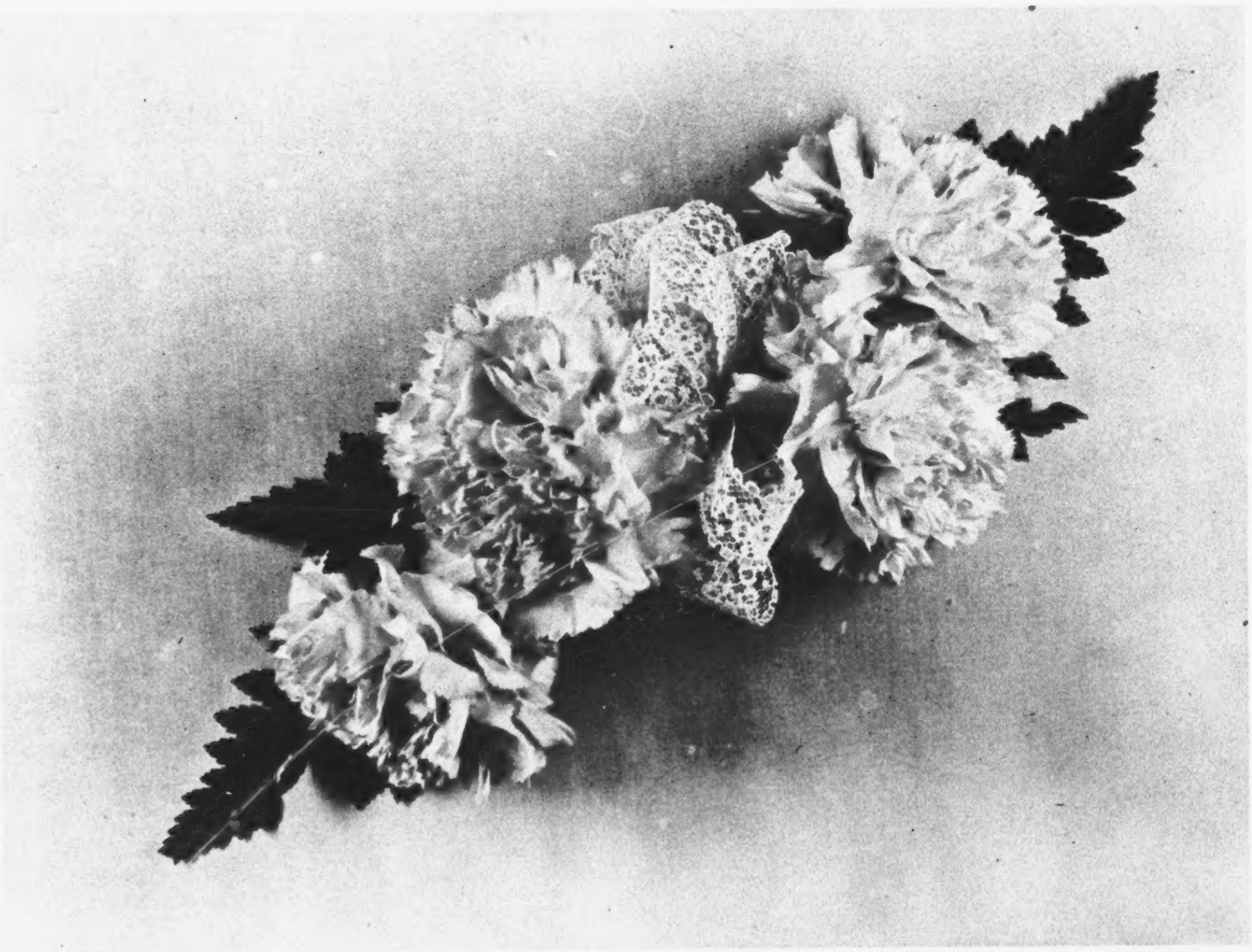
STEP 1 - Wiring and Taping - Wire each cymbidium through the base. Use the piercing method of wiring shown on page 80. Tape with floratape.

STEP 2 - Adding the Backing - Wire individual new puffs. Use three for each flower, and wrap with floratape.

STEP 3 - Assembling - Place one flower above the other. Slightly offset the top flower to avoid a straight line effect. Tape them together.

STEP 4 - Finishing - Make the final placement of the cymbidiums. Add the bow, and a corsage pin.

The Carnation Corsage

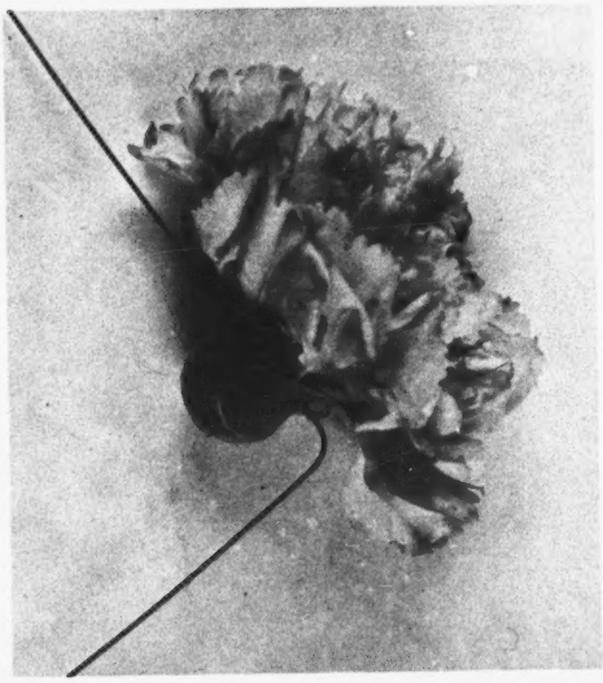


MATERIAL NEEDED		
Foliage	Flowers	Other
Baker fern 2 stems	Carnations 4	Wire (No. 24)
		Floratape
		Ribbon (½")
		Corsage pin

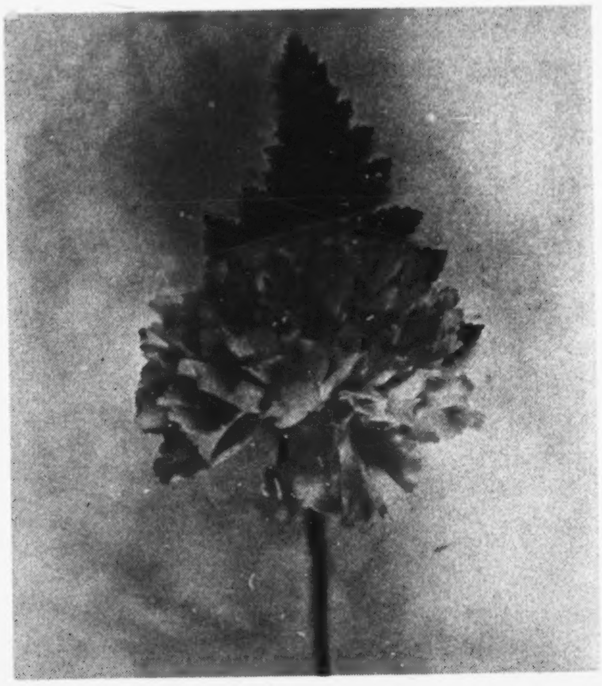
Analysis:

1. The carnation corsage is very versatile. The design can be made straight or curved by reshaping.
2. Neutral colors of green and white are used.

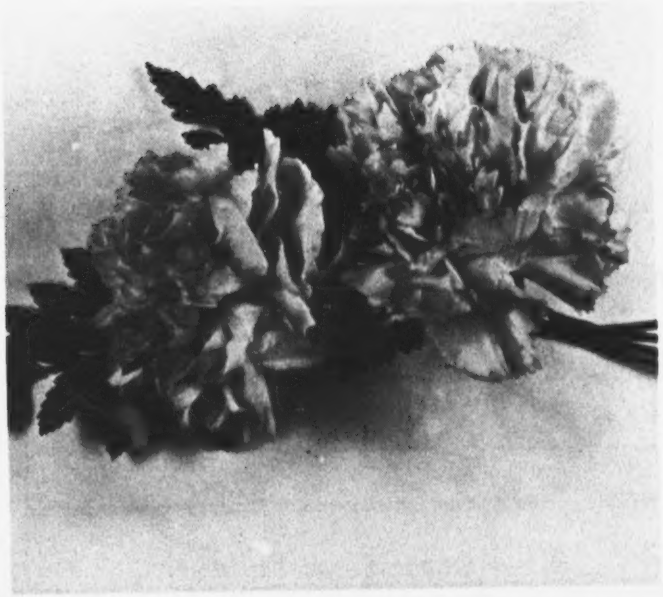
The Carnation Corsage



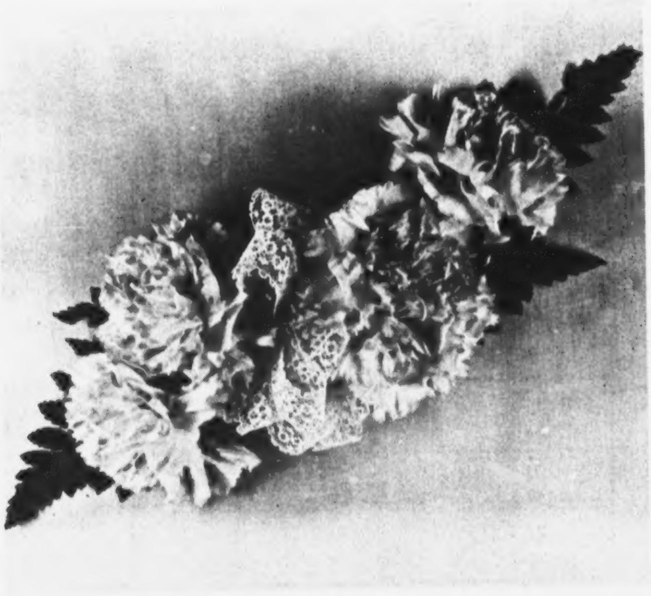
STEP 1



STEP 2



STEP 3



STEP 4

Techniques of Construction

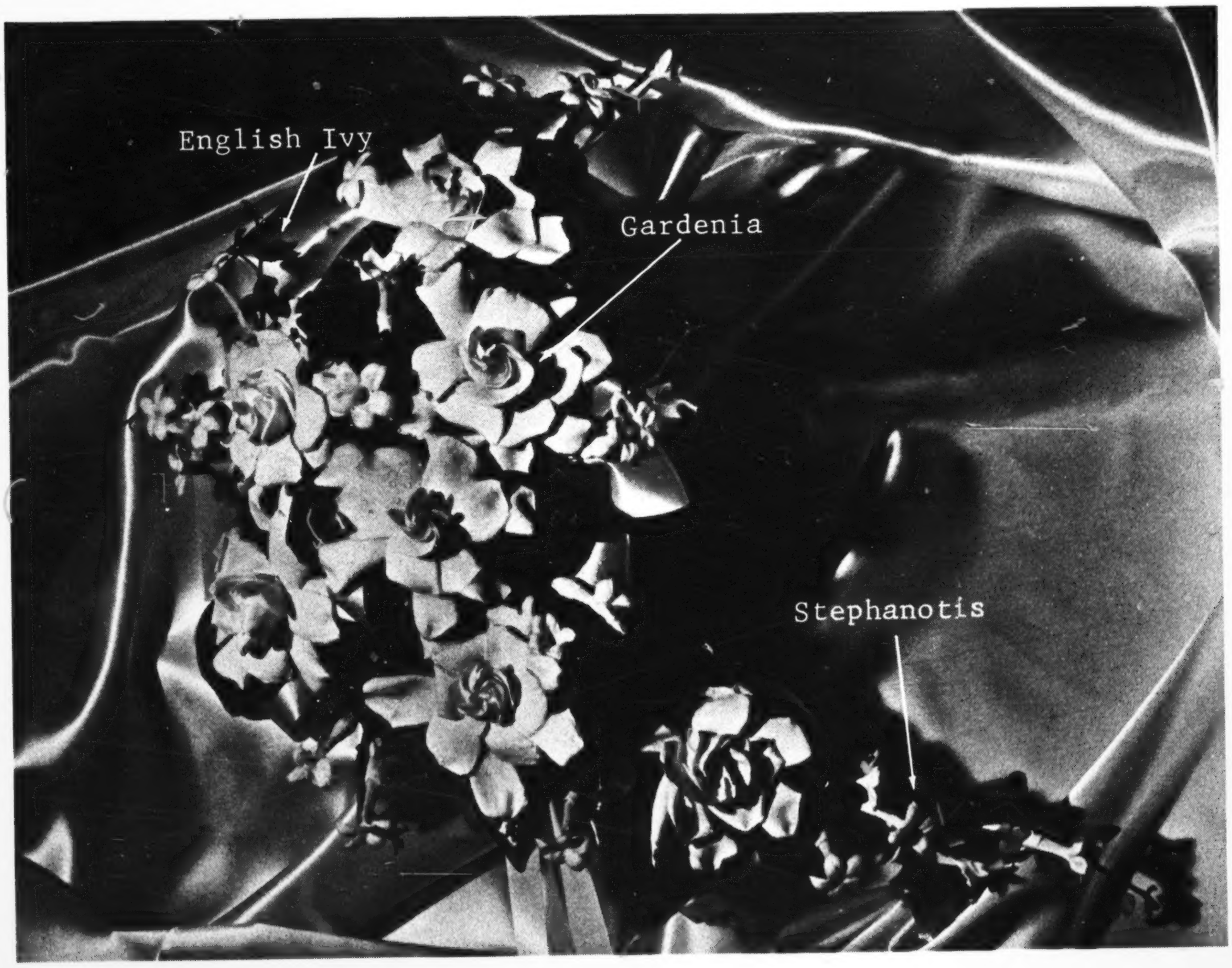
STEP 1 - Wiring and Taping - Wire four carnations. Use the piercing method shown on page 82. Wrap the wire with floratape.

STEP 2 - Adding the Backing - Tape a small piece of baker fern to each wired carnation.

STEP 3 - Assembling - Join the four carnations, one at a time, to form a line design.

STEP 4 - Finishing - Bend the corsage so as to form the desired shape. Add a bow in the center of the corsage and add a pin.

The Wedding Bouquet

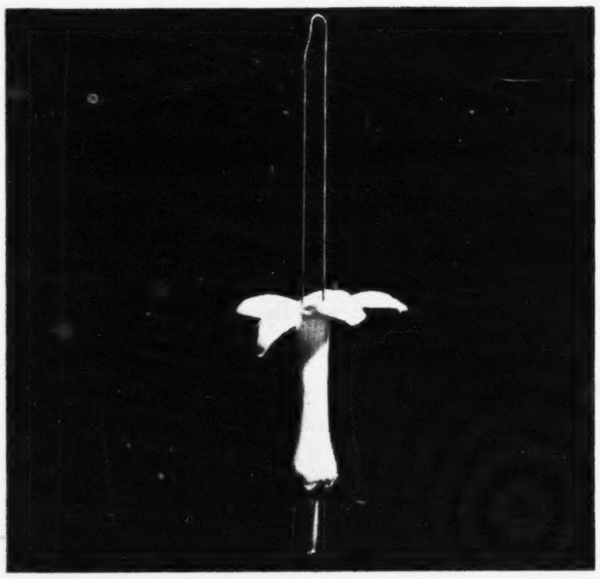


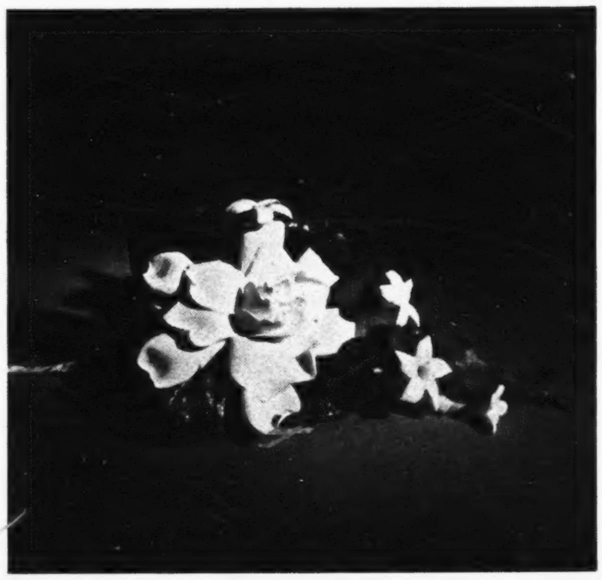
MATERIAL NEEDED		
Foliage	**Flowers**	**Other**
English Ivy 12 pcs.	Gardenias 8	Styrofoam holder 1
	Stephanotis 24	Ribbon (½" and 2") 2 ft.
		Wire (No. 32) 24 pcs. Wire (No. 24) 24 pcs.
		Floratape

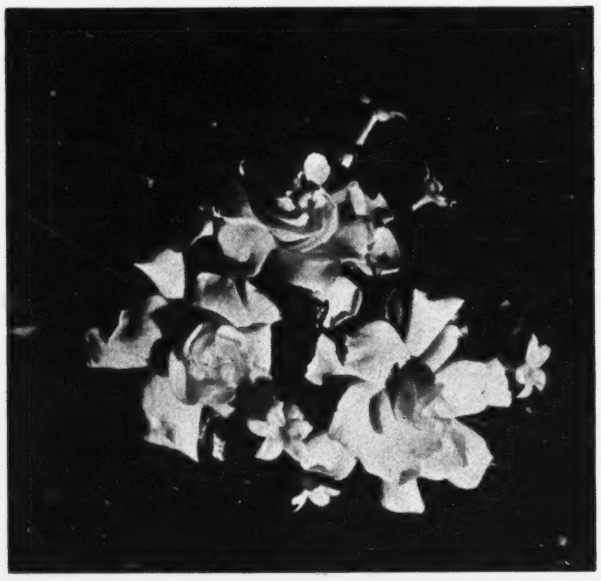
Analysis:

1. The striking thing about this crescent design is the graceful curving line. Note the upper and lower sections taper to a point. The smaller flowers (stephanotis) are placed toward the tip while the larger flowers (gardenias) are placed toward the center.
2. White, the traditional wedding color, is used.

The Wedding Bouquet







Techniques of Construction

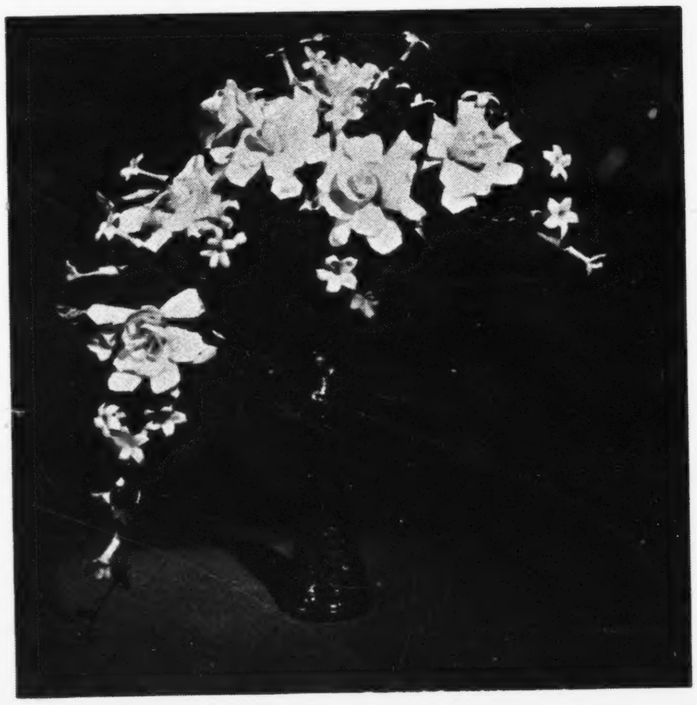
STEP 1 - Wiring and Taping - Wire and tape eight gardenias using the piercing method shown on page 82. Wire twenty-four stephanotis using the hair pin method shown here. All wires are covered with white floratape.

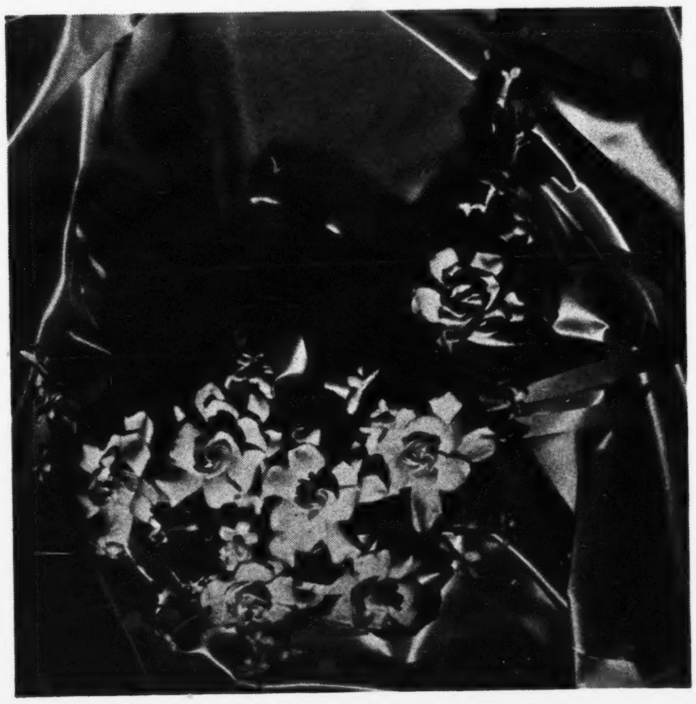
STEP 2 - Assembling the Upper Section - To each stephanotis attach an English Ivy leaf by wrapping with white floratape. Wire and tape two gardenias to this section near the wider end.

STEP 3 - Assembling the Middle Section - Combine three large gardenias with 6 - 8 stephanotis. Tape short branches of (2 - 3" lengths) English Ivy in among the gardenias and stephanotis.

STEP 4 - Assembling the Lower Section - The lower section is made like the upper section except that it is made longer and narrower.

The Wedding Bouquet



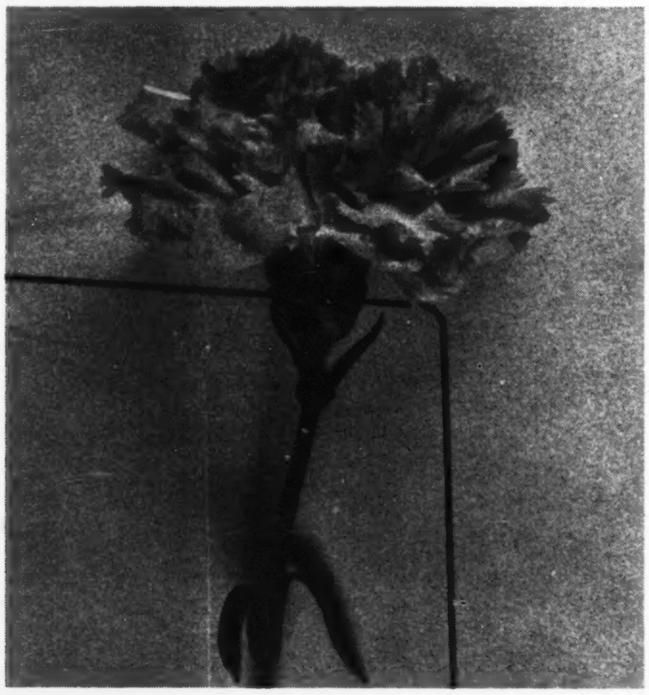


Techniques of Construction (continued)

STEP 5 - Assembling the Three Sections - The three sections are inserted into the styrofoam handle to form a crescent. See Figure 2, page 62, for a picture of the styrofoam handle used.

STEP 6 - Finishing - Back the area around the handle with ribbon puffs. Make the final adjustment of the flowers. Add the bow of ribbon with streamers.

The Boutonniere



Techniques of Construction

STEP 1 - Wiring and Taping - Wire one carnation by placing a wire horizontally through the calyx then bending the wire ends down and around each other, see page 82.

STEP 2 - Adding the Backing - Tape a small piece of baker fern to the carnation. Tape the entire stem and curl. Add a boutonniere pin.

Funeral Designs

Frequently used funeral designs are classified into six categories. They are: baskets, sprays, wreaths, casket covers, vases, and special designs. The different designs are made from many different materials and with different techniques of construction.

The funeral basket may be constructed in a basket (with or without a handle), or in a paper maché container. Almost any foliage or flower may be used in the construction of the design. However, sharply contrasting colors should not be used.

Sprays may be picked or tied. The picked spray is constructed on a styrofoam base, foam material, pine needle, or a sphagnum moss base. With the moss base, the damp sphagnum is placed inside hardware cloth. The flowers used in the construction are then wired, placed in picks, and inserted into the base. Picked sprays last longer when plant materials are placed in the wet base or in water picks. Tied sprays are made by tying the materials together without a frame. But often a bamboo stake is used for support. Tying requires skill and is more difficult for most designers. Wreaths may be picked. The picked type of wreath with a styrofoam base is most popular.

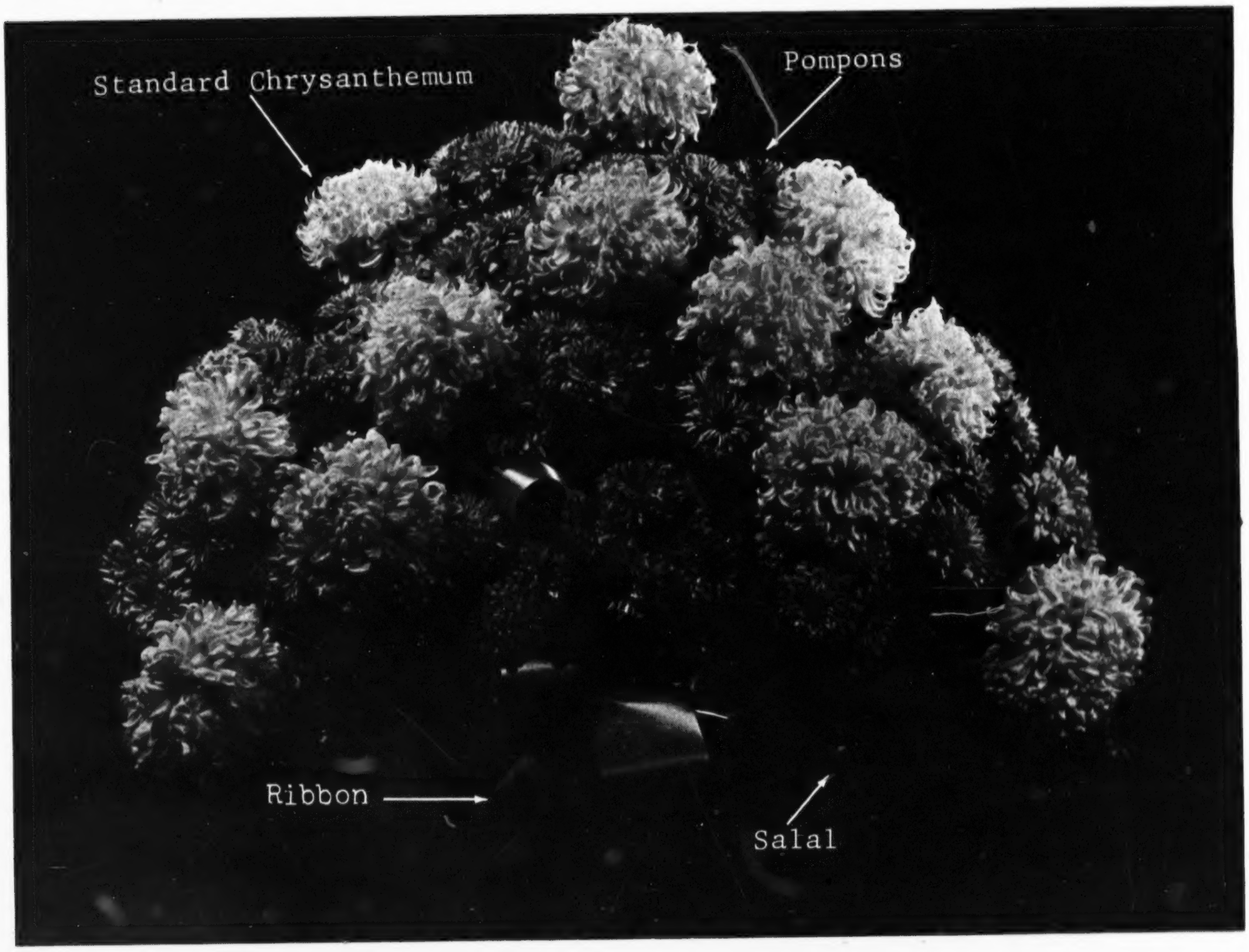
The casket cover or blanket is the most liked funeral piece. The flowers are wired and pinned into a base of burlap. Burlap is used to protect the casket. The complete casket is covered with flowers. The foliage and flowers used should be soft and flexible. Double end sprays are often used today in place of a casket cover.

Pottery containers are used for funeral vase arrangements. They are often placed at the head and foot of the casket and on small individual tables in the funeral home. These are artistic flower arrangements in vases using all types of flowers.

A funeral spray and a funeral basket are shown and briefly analyzed. Some techniques of construction are also shown. The designs pictured are only a few examples of the designs which might be used.

Often used funeral pieces are fraternal emblems such as the Eastern Star, the Masonic Emblem, the Knights of Columbus, and Broken Wheel. Religious emblems such as the Latin or Christian cross of Lorraine are also used. All of these are constructed on a styrofoam or moss base.

The Funeral Basket

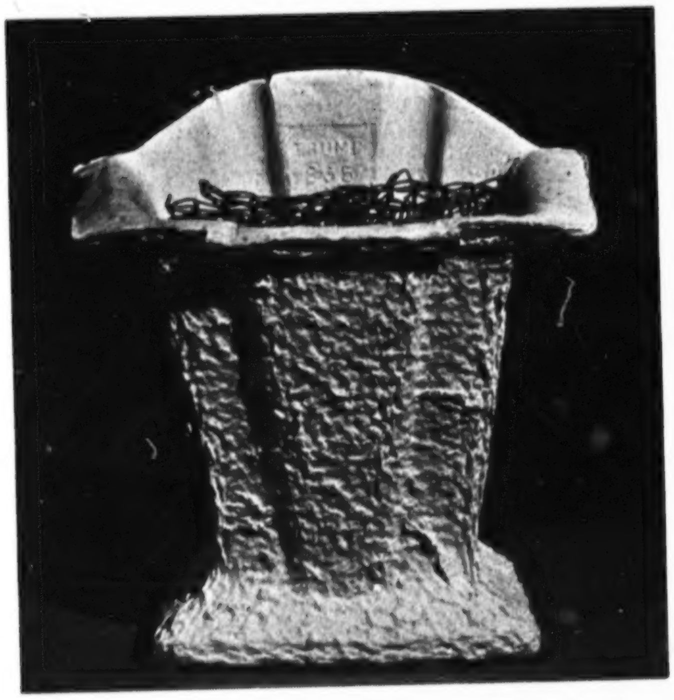

Standard Chrysanthemum
Pompons
Ribbon
Salal

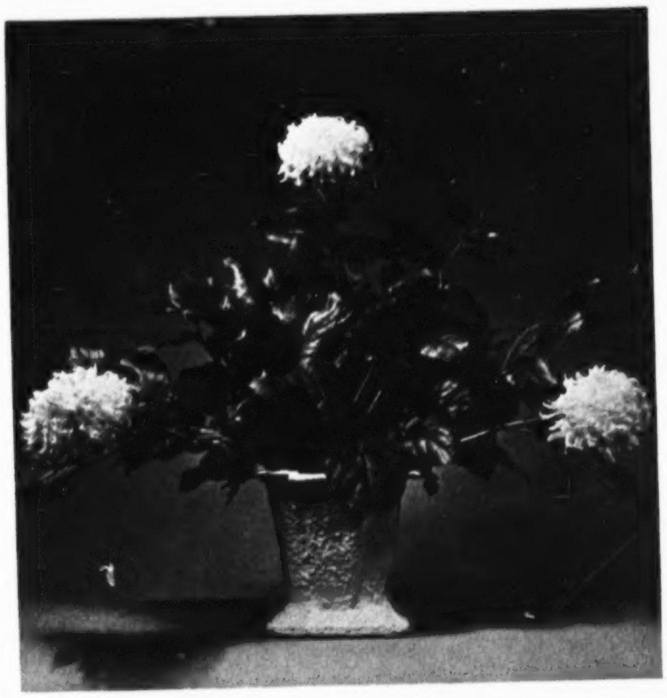
MATERIAL NEEDED		
Foliage	Flowers	Other
Salal	Standard Chrysanthemum 12	Container - (paper mache)
	Pompon Chrysanthemum 12	Chicken wire (½" mesh)
		Ribbon (1½")

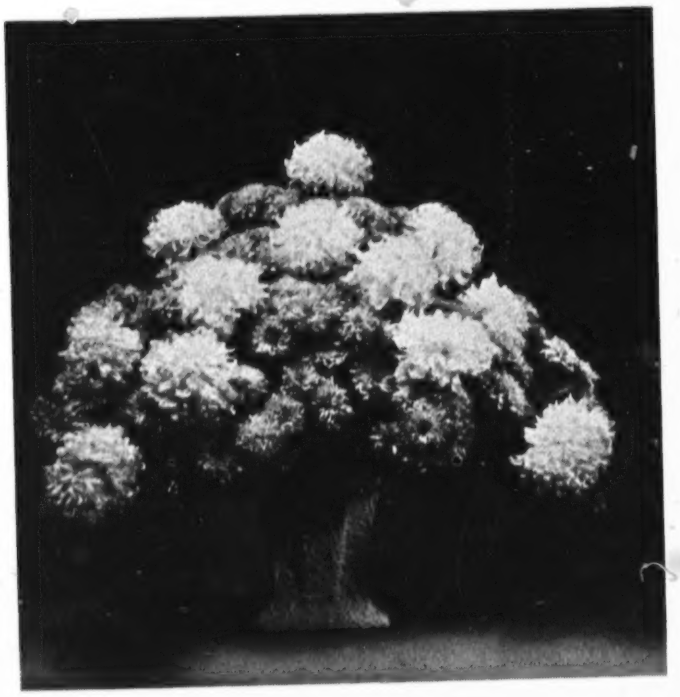
Analysis:

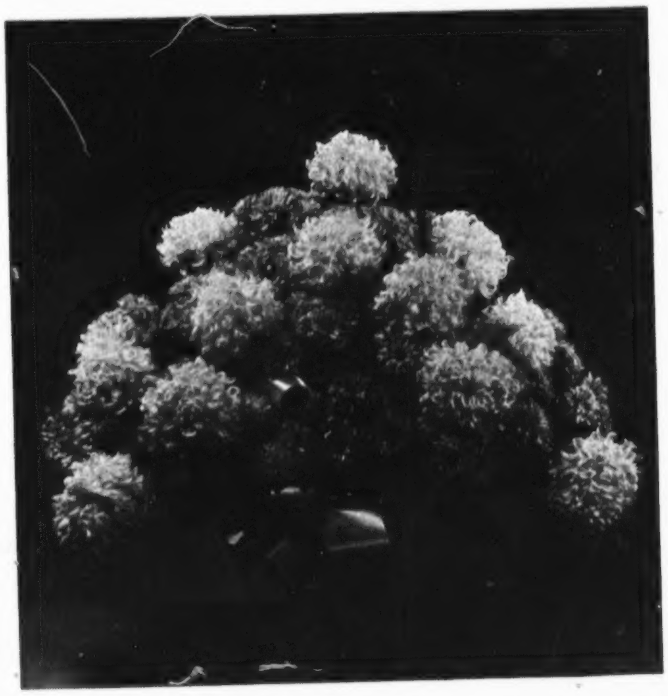
1. This design takes the form of a large equilateral triangle. The large standard chrysanthemums form the major lines while the smaller pompon chrysanthemums form the background.
2. The colors used are lavender and white.

The Funeral Basket









Techniques of Construction

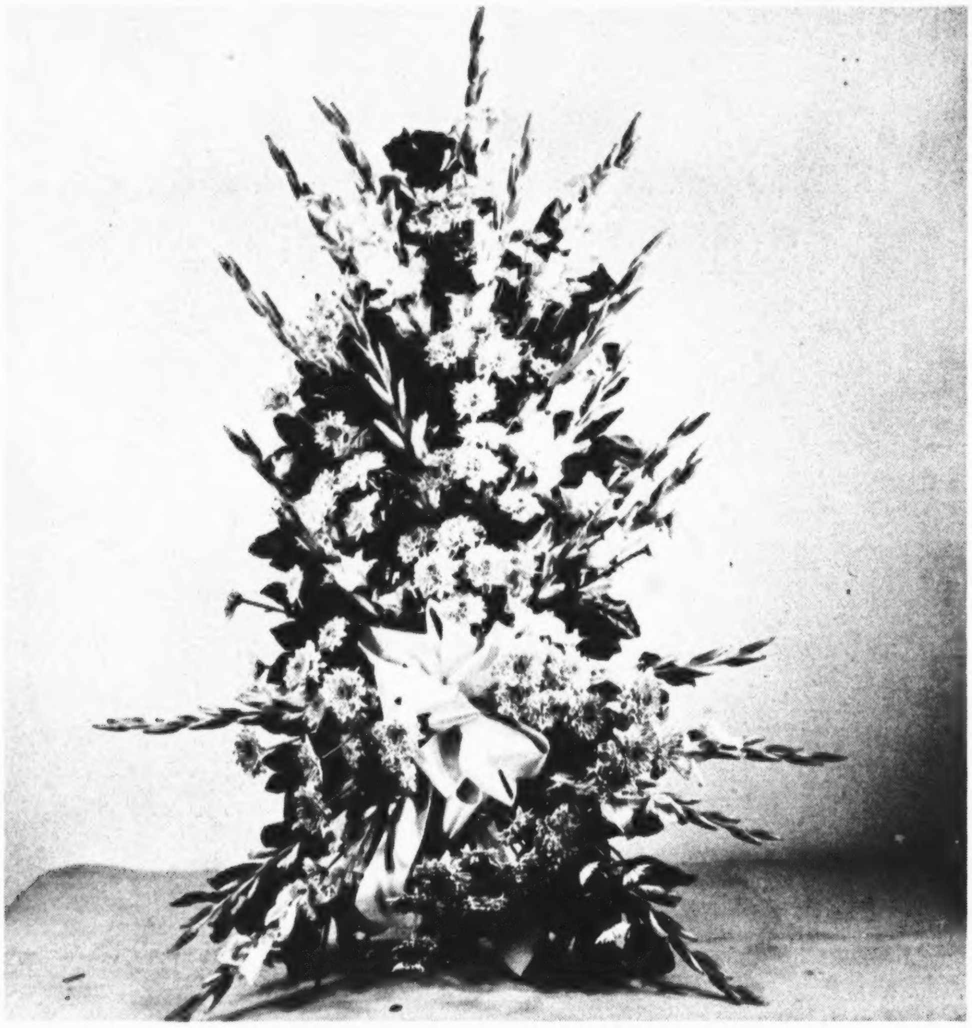
STEP 1 - Preparing the Container - Select a basket (usually of paper mache). Add 18" of a roll of chicken wire to the container.

STEP 2 - Establish the Lines - Use salal to form a symmetrical triangle. Place one standard chrysanthemum at each corner of the triangle.

STEP 3 - Filling-in - Add more standard chrysanthemums. Add pompon chrysanthemums as a filler.

STEP 4 - Establishing the Focal Point - Add a large bow of ribbon at the front. Center it just above the edge of the container.

The Funeral Spray

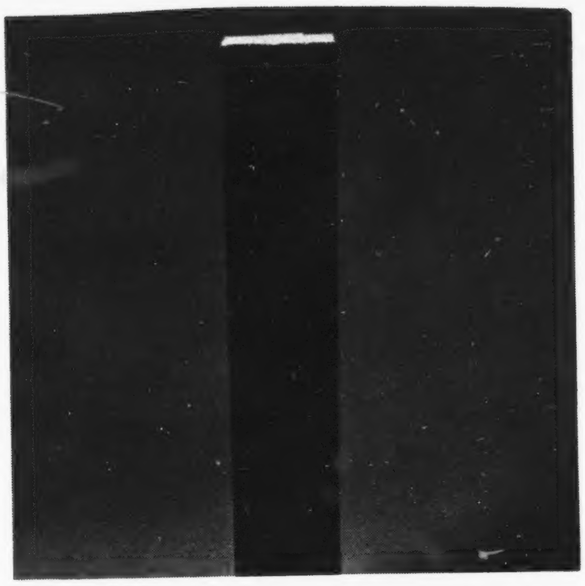


MATERIAL NEEDED					
Foliage		Flowers		Other	
Salal	24 pcs.	Gladioli	24	Styrofoam board (1" x 2½" x 16")	
		Pompons	8 stems	Easel	
				Water picks	24
				Ribbon (1")	

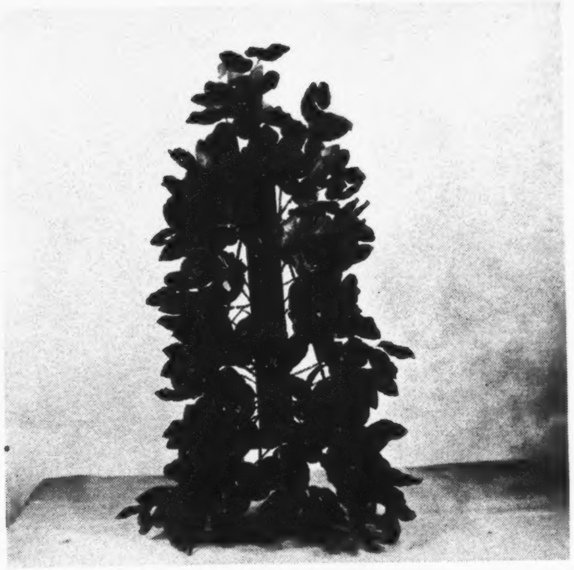
Analysis:

1. In this design, the bow forms the focal point from which the eye is directed upward and outward.
2. Complementary colors of white and pink are used in this design.

The Funeral Spray

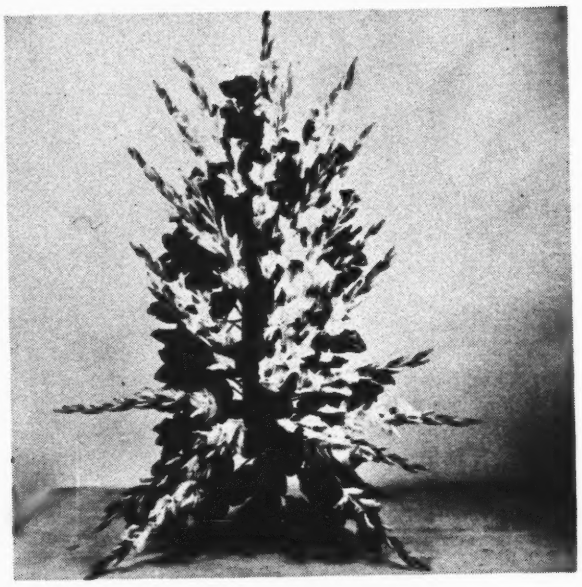


STEP 1



STEP 2

STEP 3



STEP 4

Techniques of Construction

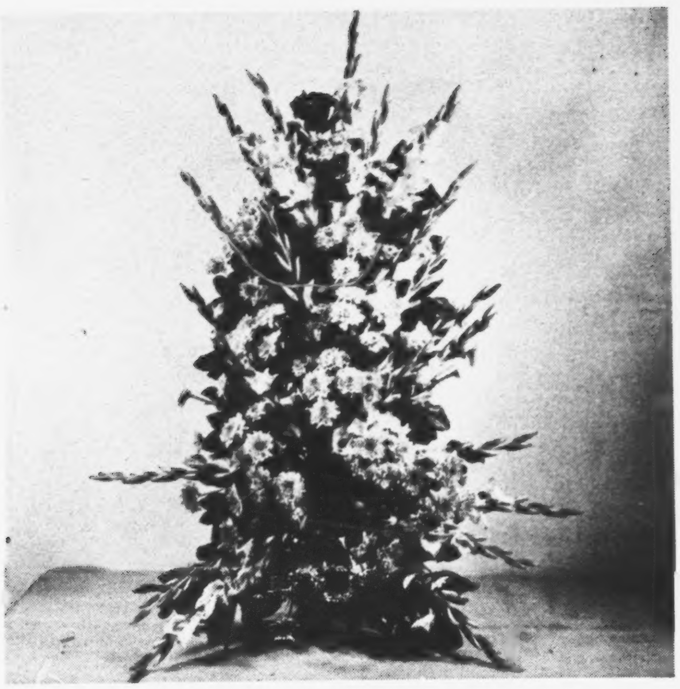
STEP 1 - Selecting the Holding Device - A 1" x 2½" x 18" piece of styrofoam is used as the holding device. A wire easel is used as a stand.

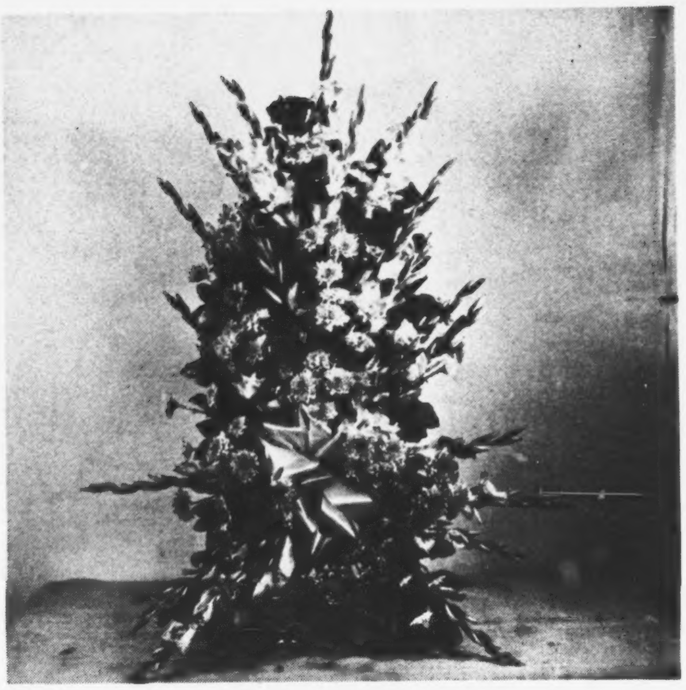
STEP 2 - Forming the Background - Use short branches of salal to form the triangular- or shield-shaped background.

STEP 3 - Preparing the Gladioli Spikes - Cut the top of each gladiolus spike back to the first bud which shows color. Cut to a length slightly longer than the background. Place each gladiolus spike in a water pick.

STEP 4 - Placing the Gladioli Spikes - Place the gladioli spikes into the styrofoam so as to face upward and outward. The triangular shape is maintained.

The Funeral Spray



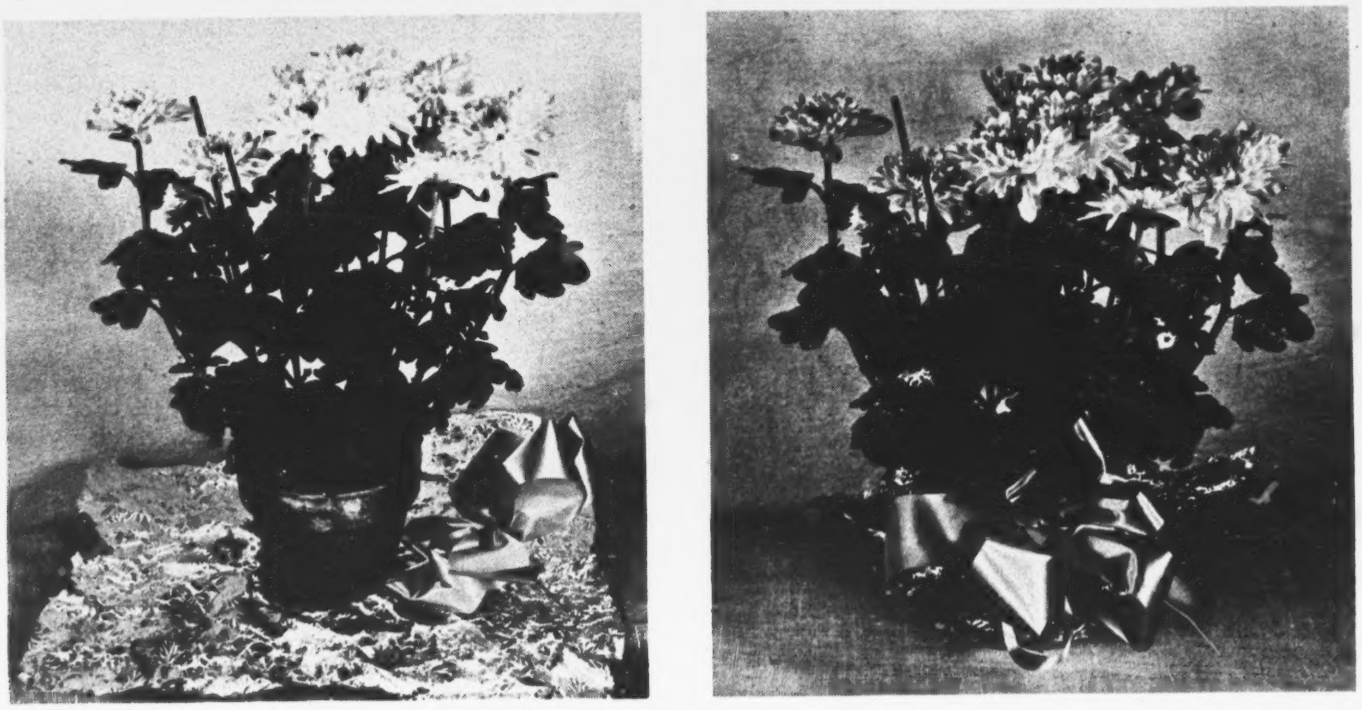


Techniques of Construction (continued)

STEP 5 - Filling-in - Fill in the design with white pompons.

STEP 6 - Finishing - Make sure that the gladioli and pompons are facing slightly upward and outward. Add a large bow ribbon.

Decorating a Flowering Pot Plant



STEP 1

STEP 2

Figure 5. Decorating a flowering pot plant.

A flowering pot plant is often decorated by wrapping colored foil around the pot and adding a bow.

The foil color and the ribbon color should match either the flower or foliage color. Exceptions to this recommendation are sometimes pleasing. The foil is cut from a roll to form a square piece. The pot is placed in the center of the square. Then the foil is carefully crimped around the pot rim to hold it in place. The bow is tied from ribbon that is 1½ to 2 inches wide. It is wired to a wooden pick and then inserted through the foil into the soil at the pot edge. Place the bow at the most attractive side of the plant. The attractive side of the plant is sometimes called the "face" of the plant.

Design Ideas

Additional examples of designs may be seen in the following books. Studying them will give you a mental "storehouse" of ideas.

Color Supplement. _Wedding Presentation Manual_. The John Henry Company, reference no. 4.

1967 FTD Floral Selection Guide, reference no. 9.

Flowers - Their Creative Designs. Benz, reference no. 14.

Modern Florist Designing. Soules, reference no. 18.

Flowers and Festivals of the Jewish Year. Freehof and Brandman, reference no. 15.

Flowers and Plants for Interior Decoration. Wheeler and Lasker, reference no. 13.

Conway's Treasury of Flower Arrangements. Conway, reference no. 6.

PROBLEM AREA 4

USING FLOWER ARRANGEMENTS

Student Learning Objectives

1. To learn how flowers are used in the home.
2. To learn how flowers are used in businesses.
3. To learn how flowers are used in weddings.
4. To learn how flowers are used in funerals.
5. To learn the flowers most commonly used on holidays and other occasions.

Key Questions

1. Why should a florist know the opportunities for using flowers?
2. What should a florist know to advise a bride about her choice of flowers for a wedding?
3. What should a florist know to advise a customer concerning the selection of a home arrangement?
4. What should a florist know to advise a customer concerning a funeral piece?
5. What should a florist know to advise a customer about flowers for a holiday occasion?

New Words

Decor - a decoration scheme including color, style, etc.
Category - a class or separate unit
Harmonious - pleasing combinations of colors, forms, etc.
Buffet - a low cupboard for storing dishes, tableware, etc.
Respectively - each in the order given
Contract - an oral or written agreement to buy and sell a commodity or service

USING FLOWER ARRANGEMENTS

Flowers are used for many special occasions. You as a florist should know these occasions and the flowers or arrangements useful for each. This will help you to sell many flowers as well as to improve customer service.

Flowers and decorative materials are used to decorate the home, the church, the business, and public buildings. People also use them for special occasions such as Mother's Day, Christmas, Memorial Day, and Easter. They are used for occasions such as weddings, proms, and banquets. They are used for funerals. And finally, they are used simply as a thoughtful gift.

Using Flowers in the Home

Well designed flower arrangements can add to the beauty of the home. They may be used to beautify such areas as a mantle or wall. They may be used to blend with the decor of the room, or they may serve as a point of interest in a room. A table centerpiece is the most popular type of flower arrangement found in the home.

When you choose an arrangement for a room, the entire decor of the room should be considered. For example, line designs usually go well with modern rooms. Filled-in designs are better in an Early American setting. The colors fo the flowers should be harmonious with those of the room.

The season or occasion, too, may suggest the designs to be used. For example, Christmas arrangements are usually of bright colors and stress cheerfulness. Arrangements in the spring may include such spring flowers as daffodils and pussy willow.

Other points to consider in choosing designs for the home are: (1) Use low horizontal designs for dining tables or coffee tables. Do this to avoid blocking the view of guests sitting opposite each other; (2) Arrangements placed on a mantle or against a wall are seen only from one side; and (3) Arrangements used on dining or coffee tables, or those placed against a mirror are seen from all sides. Buffet arrangements are usually seen from one side.

In addition to flower arrangements, flowering pot plants such as azaleas, begonias, and African violets are very popular in the home. The poinsettia and Easter lily are very popular at Christmas and Easter, respectively. Large foliage plants that will grow without direct sunlight are popular as floor plants. Philodendron, ferns, and palms are

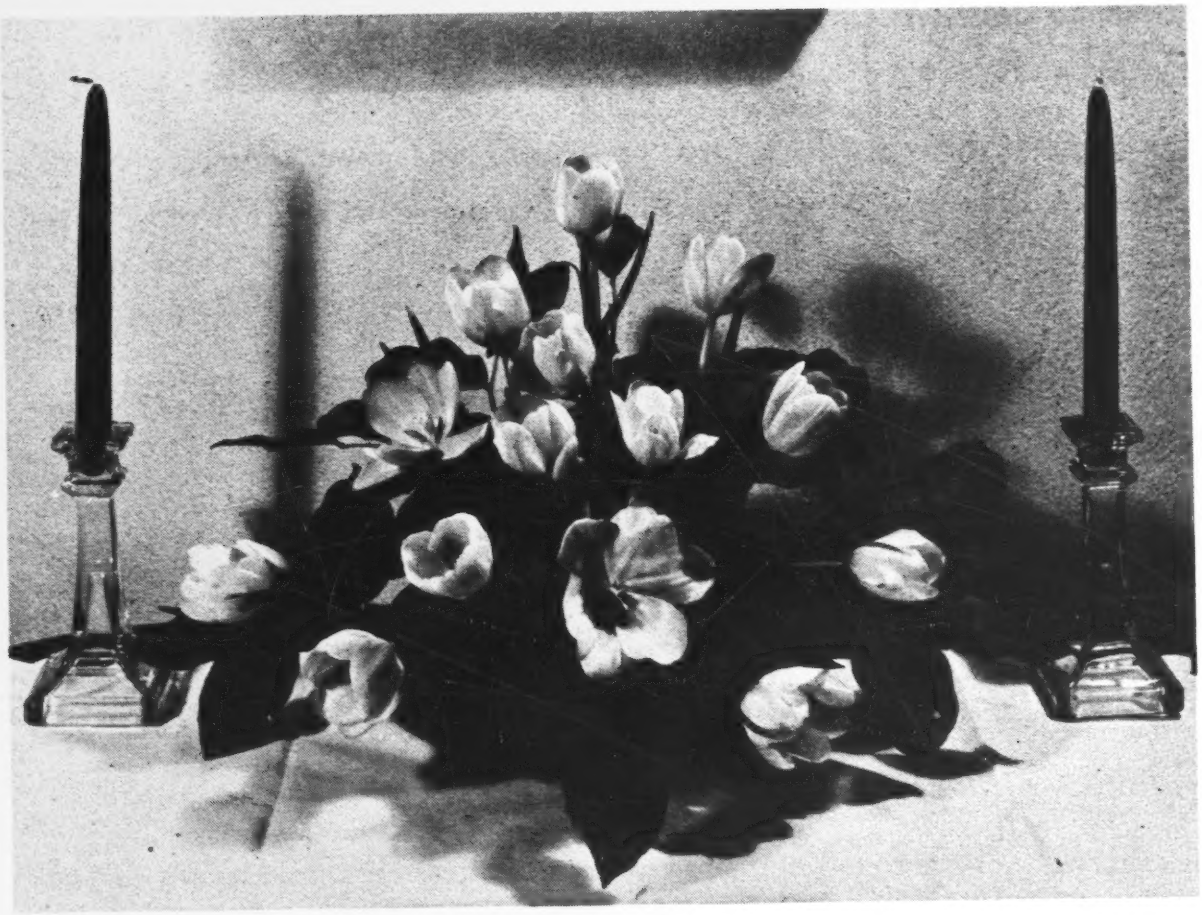


Figure 6. Table arrangement for the home.

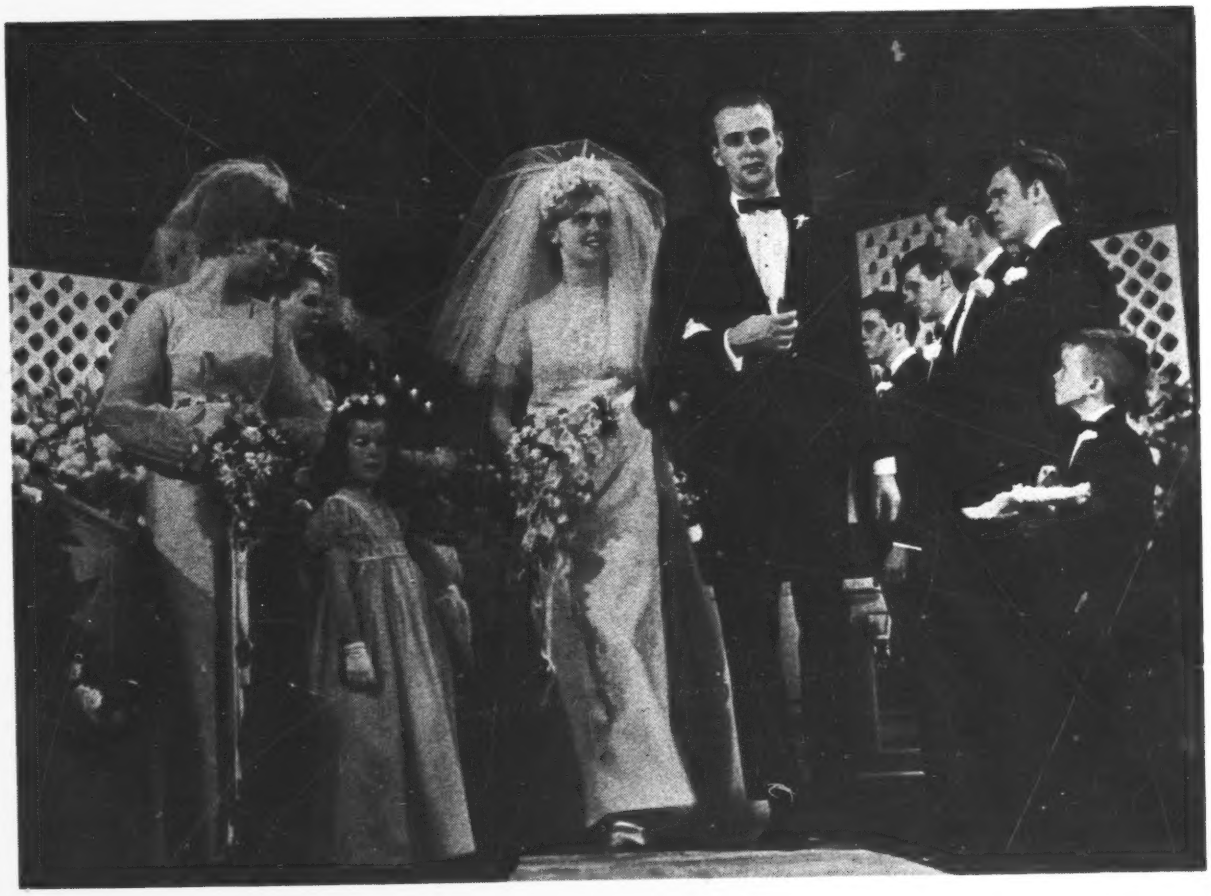


Figure 7. Wedding flowers should complement the gowns worn by the bride and her attendants.

(Lower picture courtesy of the Department of Horticulture, The Michigan State University).

plants that do not require direct sunlight. Small foliage plants such as coleus or sansevieria are also popular in the home.

Arrangements of dried flowers, foliage, and seed pods are appropriate for the fall and winter months. These are often called "Dried Arrangements."

You may wish to read about flowers in the home in greater detail in Chapter 30, "Home Decorations and Table Arrangements," in reference no. 22, The Retail Florist Business.

Using Flowers in Business

Flower arrangements in the office or store are enjoyed by all who see them -- businessmen, employees, and customers. Beautiful flower decorations in the office or store can be good advertisement. They can add cheerfulness to a reception room.

Many stores use flower arrangements in their show windows. They may be arrangements of cut flowers, live plants, or dried materials. Flowers or foliage plants are often used in planters or small terraced areas within the store. Large philodendrons and ferns are popular for these areas. The florist often services and maintains such floral displays on a monthly or yearly contract basis. Businesses also frequently use flower arrangements to attract attention at store openings or when displaying new products. Contracting for holiday decorations is becoming highly profitable for many florists.

Using Flowers for Weddings

Weddings provide a major source of business for some florists. The occasion calls for a large number and variety of flowers and flower arrangements. Flower arrangements are used to decorate the church, altar, reception room, and home. They are used at special luncheons and receptions for the bride. Bouquets, corsages, and boutonnieres are standard items for weddings. Providing these items requires much creative ability on the part of the florist and his designers.

The florist often must help choose or create special decorating designs. He must know religious and social customs in order to plan weddings. He should style his designs to current dress and interior decoration fashions. Sometimes he must design and build his own staging material. Finally, he may be asked to give advice on wedding procedure and etiquette.

Chapter 34 in reference no. 22, The Retail Florist Business, gives more good ideas about wedding flowers.

Flowers for Funerals

Funeral flowers account for 35 to 75 percent of the florist business. This varies from one florist to another.

Flowers for funerals are usually arranged as baskets, vases, wreaths, sprays, and casket covers. Flowers and flower designs which bring about a feeling of gentleness and quiet dignity are best. Colors should be soft and not clashing.

"Set pieces" or "standard designs" on frames, such as the Latin cross, the Cross of Lorraine, or a heart are sometimes used for funerals. Also, emblems of civic organizations such as Eastern Star, Masonic Lodge, Knights of Columbus, or Brotherhood of Locomotive Engineers as "set pieces" are sometimes used. Most funeral designs, however, are in the basket, vase, or spray category.

It is important for the florist to know some things about the person who has died. The florist should know the sex, age, religion, and the customs of his people. This knowledge is needed to enable the florist to advise customers concerning appropriate flowers. You can read in more detail about funeral flowers in Chapter 32 in The Retail Florist Business, reference no. 22.

Flowers for Special Dates

Florists also provide flowers for special holidays. They try to figure out ahead of time the demand for flowers on these occasions.

They often hire extra help to prepare corsages or arrangements in advance.

A partial list of some important dates and appropriate flowers are listed below:

Date	Flowers
New Year's Day	Roses and Carnations
Valentine's Day	Violets, Roses, and Carnations
St. Patrick's Day	Green Carnations, Shamrock Plants
Easter Sunday	Easter Lilies, Azaleas
Easter (Orthodox Churches)	Easter Lilies
Jewish Passover	No special flower
Secretaries' Day	Roses, Carnations, and Orchids
Mother's Day	Roses, Carnations, and Orchids
Memorial Day	Gladioli, Peonies
Father's Day	Roses
Jewish New Year	No special flower
National Flower Week	Roses, Carnations, Snapdragons, Gladioli, Chrysanthemums
Thanksgiving Day	Chrysanthemums
Christmas Day	Roses, Carnations, Poinsettia, Evergreen Foliages

Flowers for Other Occasions

Flowers are used for events such as dances, home-comings, banquets, and dedication ceremonies. They are used at conferences and at church services. They are given to friends who are ill or hospitalized. They are given on anniversaries and birthdays. Flowers are also given simply as an expression of affection.

PROBLEM AREA 5

MERCHANDISING AND SELLING

Student Learning Objectives

1. To learn how to merchandise flowers.
2. To learn how to sell flowers.

Key Questions

1. What is merchandising?
2. How are flowers merchandised?
3. How are flower shops and flower products advertised?
4. What should the florist know about buying and pricing flowers?
5. How much should a florist spend for advertising? In an established shop? In a new shop?
6. What should the florist know about effective selling? In the shop? On the phone?

New Words

Merchandising - the steps from purchase to sale
Advertising - to publicly announce through radio, newspaper, etc.
Displaying - to place on public view
Effective - that which brings about a desired result
Promotion - to create a desire for something
Tactics - a course of action
Credit - a trust in money matters
Policy - a long term rule
Vice-versa - the other way around
Potential - having a possibility
Obituary - notice that someone has died

MERCHANDISING AND SELLING

The successful florist is required to do a good job of merchandising and selling. This includes buying for resale, advertising, pricing, displaying, and selling. As a florist, you should know how to wisely buy, price, and advertise products. You should know how to encourage sales through local and nationwide advertising organizations.

Merchandising

Merchandising involves selling products for a profit. The word merchandising is most often used to mean just advertising; but in its larger sense, merchandising means all the steps from buying something for resale to the completion of the sale. The term merchandising includes buying and pricing of that item.

Merchandising includes advertising, and other sales promoting tactics. Some sales promoting tactics are: good window displays, attractive packaging, a good delivery service, etc. Merchandising means offering the right product at the right price, in the right form, at the right time, to the right people.

Buying

To buy wisely, you must know what good quality flowers and supplies are, what prices are fair, and the likelihood of selling a particular item at a profit. You must know who supplies the things you need. You should know the supplies they sell, and where they are located. You should know when they deliver, and the prices of their products. You should know their credit policies, and other services they offer their customers. It is usually best to talk with the same salesman in the wholesale market each time. He can serve you better as he gets to know the needs of your business.

The florist should study his past sales records to determine the supply of products needed to meet the expected customer demand. For example, when preparing to order Easter lilies from a local greenhouse, the florist should study his sales record for the past Easter season.

The florist must figure out ahead of time what the demand for his products will be. A good assortment of flowers on display attracts business. But, one unsold flower in a bunch of twelve may cause lost profit. You, as a florist, should know how much of each product you can sell, so you can buy wisely.

An experienced florist knows that certain flowers, such as roses and carnations are available all year. He knows, too, that cymbidium orchids and daffodils are available only in early spring.

You should understand the changes in price because of the teeter-totter action of supply and demand. A florist must know how to quickly sell the flowers he purchases. Special sales often move flowers which would otherwise go unsold.

Finally, you as a florist must know the uses of flowers. For example, you must know whether or not you can use pompons in place of carnations when the pompons are less expensive or more available.

Pricing

Profit is the earning made after all costs have been deducted from the selling price.

Profit in the retail flower shop is closely related to pricing. Florists make the greatest profits by using the highest mark-up possible without causing a decrease in sales volume. However, this does not mean that he will make a great profit on every item sold.

Retail prices are usually based on one or a combination of the following:

1. Supply and demand - Sometimes a florist will have an over supply of flowers on hand. In that case he may have to price them lower to reduce loses. Or vice-versa (in reverse), if demand exceeds supply, he may raise prices to increase profits.
2. Wholesale price - The florist usually adjusts his prices in response to changes in wholesale prices. This is true unless the changes are minor or temporary. Some florists attempt to base their prices almost entirely on wholesale prices. For example, they may set retail prices at two or three times the wholesale price of flowers. However, this is not as accurate as a "total cost" figure.

3. Total cost - The florist may set his prices on the total cost of the flower products sold and services performed. Some of the items used to determine total cost include:
    - A. The wholesale cost of the materials
    - B. The overhead cost - Overhead cost would include such things as:
        - (1) rent
        - (2) interest on investment
        - (3) insurance
        - (4) bad debts
    - C. Labor cost in processing - Those labor costs involved in the designing, packaging, or selling of the item.
    - D. Advertising and sales promotion cost
    - E. Delivery cost
    - F. Management cost

    Realistic "cash and carry" pricing may be established by subtracting the labor and delivery costs from total cost estimates.
4. Prices used by competing florists - Sometimes the florist must consider the prices of his competitors. This is mostly true when flower quality and other costs and services are equal. However, sometimes a flower shop offers better quality flowers or more services. In this case, its prices need not necessarily conform to those of a second shop.
5. Prices based on volume - Prices should be placed as high as possible without reducing profits. It is important to note that a ten percent increase in price may increase profits, (what is left after subtracting all costs), as much as one hundred percent.

You can read more about pricing, mark-up, and profit in Chapter 14 of reference no. 22, "The Retail Florist Business."

Advertising and Sales Promotion

Advertising is a way of making potential customers aware of the flower shop and what it offers. It involves sales promotion. Sales promotion usually involves the use of radio, television, newspapers, and circulars. The term "sales promotion" is more often used to indicate such activities as displaying flower arrangements in dress shops. Sales promotion also suggests conducting flower shows, or giving talks or demonstrations to civic groups.

Advertising, if well done, can greatly increase sales volume. It can result in immediate sales. For example, newspaper advertisements may motivate a reader to pick up the phone and order flowers. In other cases, advertising may result in later sales. The reader may remember the name of the flower shop and order flowers when he needs them several weeks later. A good window display is one of the best forms of advertising for most retail florists.

Direct mail is another very effective way for a florist to advertise. Direct mail is an inexpensive way to contact a selected list of potential customers. Items such as letters, calendars, blotters, or leaflets describe the products and services offered by a flower shop. These items may then be mailed to current customers as well as potential customers.

The newspaper is often used for advertising. Newspaper ads can be timed and directed toward certain customers. Ads are usually placed near the death columns or the fashion section because the readers may already be thinking about flowers.

Radio advertisements are also popular. This is a good means for promoting "special" sales. Many customers can be reached in a very short time. Although customer selection is limited, choosing a particular time provides some selection. For example, a spot immediately before or after the obituary announcements is used by some florists.

The use of television for advertising flowers is increasing. It is especially useful for nationwide sales promotion. Color television would seem to be excellent for showing flower products. Television promotion, at present, however, is too expensive for an individual florist to afford. Sometimes regional florist organizations such as "Allied" in larger cities buy television advertisements.

Advertising Budget

The florist must judge for himself the amount to be spent for advertisement. Often the most profitable amount to spend can only be determined by trial and error. Usually florists spend less than three to five percent of total income for advertising. Perhaps more advertising would yield greater profits in certain cases. New shops usually spend more on advertising than older, established shops.

Preparing Advertising

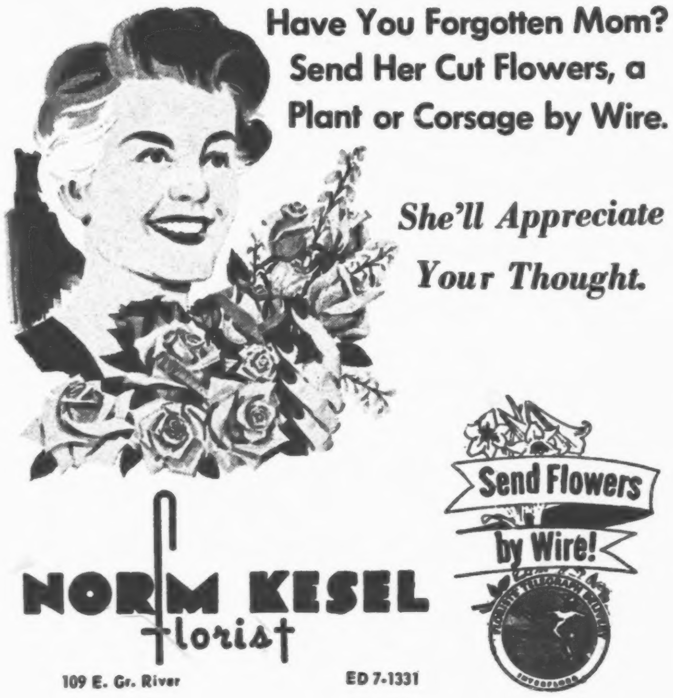
An ad should provide the name, address, and phone number of the shop. It should attract attention through words or pictures of interest to the client. Emphasis should be placed on what flowers can do for the customer. They should show and tell how a centerpiece, for example, can brighten the dining room table. Advertising can show how a hospital arrangement will cheer the patient.

Preparing an effective ad can be difficult, especially for an inexperienced florist. For this reason, it is often best to allow professionals to do this work. If you attempt to make your own ad, you may find it helpful to study other ads used by successful florists.

Good advertising should: 1) promote the right goods or services, 2) appear at the right time, 3) use the right technique in layout, headlines, pictures, and words so as to attract attention, create interest and desire, and induce action. You may want to read about this in greater detail on page 224 of reference no. 2, An Introduction to Agricultural Business and Industry.

Other Means of Merchandising

Merchandising includes anything which helps the florist to sell flowers for a profit. Some ideas that are often used are unusual window displays, unusual designs, unusual publicity, selling small gift items, packaging products in a different way, providing fast delivery service, and using pleasing telephone manners.



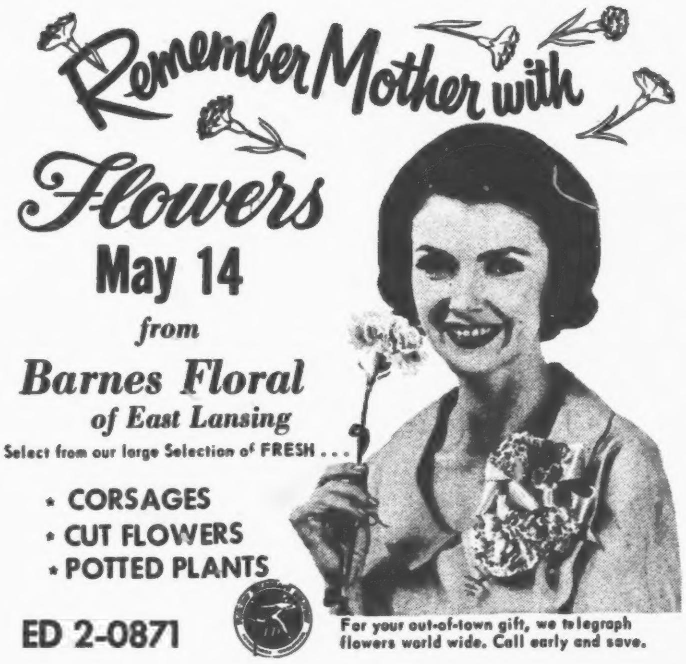
Have You Forgotten Mom? Send Her Cut Flowers, a Plant or Corsage by Wire.

She'll Appreciate Your Thought.

Send Flowers by Wire!

NORM KESEL
florist

109 E. Gr. River ED 7-1331



Remember Mother with Flowers

May 14

from

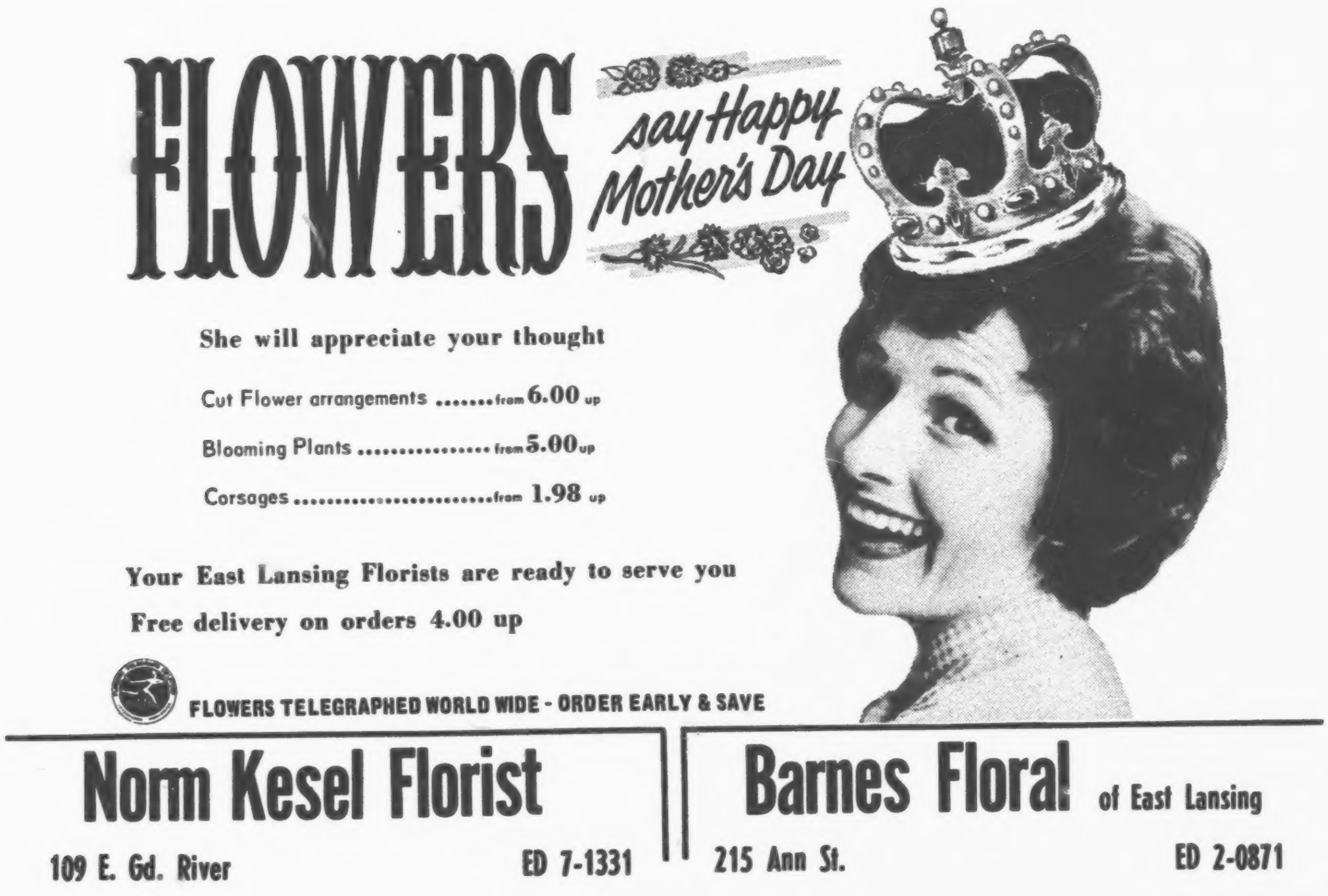
Barnes Floral
of East Lansing

Select from our large Selection of FRESH . . .

- CORSAGES
- CUT FLOWERS
- POTTED PLANTS

ED 2-0871

For your out-of-town gift, we telegraph flowers world wide. Call early and save.



FLOWERS say Happy Mother's Day

She will appreciate your thought

Cut Flower arrangements	from 6.00 up
Blooming Plants	from 5.00 up
Corsages	from 1.98 up

Your East Lansing Florists are ready to serve you

Free delivery on orders 4.00 up

FLOWERS TELEGRAPHED WORLD WIDE - ORDER EARLY & SAVE

Norm Kesel Florist
109 E. Gd. River ED 7-1331

Barnes Floral of East Lansing
215 Ann St. ED 2-0871

Figure 8. Good newspaper ads emphasize what flowers will do for the customer.

Merchandising is also done by florists who cooperate to perform certain activities. The Florist's Transworld Delivery Association and The Society of American Florists are cooperative organizations. They have done much to provide nationwide advertisement and publicity for florists. Local florists may sponsor ads together which promote special occasions such as Father's Day. They may also sponsor flower shows and flower displays in store windows. Florists may give talks or demonstrations to civic groups. These activities help promote the sale of flowers.

Attractive wrapping helps make an item appealing and is a very important merchandising technique. For example, compare the eye appeal of an orchid corsage wrapped in a brown paper bag with the eye appeal of an orchid corsage wrapped in a cellophane covered, white corsage box. When the corsage box is opened, the orchid is found bedded in shredded waxed tissue of a pleasing color.

A pretty display is also a very good merchandising device. The salesroom display should show the good taste and design skill of the florist. The schemes used in planning an effective window or salesroom display should follow the principles and elements of design. These were discussed in Problem Area 3. Colors should be harmonious. A focal point should be established. And the display should be neat. Pretty displays promote sales.

Selling

The success of the retail flower shop is to a large degree dependent upon good personal selling. Selling takes place mainly in the shop or on the phone. In either case, the florist should have the knowledge of good selling. It has been shown that seventy-five percent of all sales made by the florist are made on the phone.

Effective selling involves a knowledge of the buying motives of people. It involves a knowledge of the products to be sold. It involves a knowledge of how to treat people politely. And it involves a knowledge of how to talk with people. Good selling also involves using this knowledge well.

Making a sale in the flower shop can be divided into four parts. First, it involves greeting the customer. Second, it involves finding the customer's needs and desires. Third, it involves giving the customer facts about the products. And fourth, it involves completing the sale.

Greeting the Customer

When the customer enters the flower shop, he should be given prompt attention. People like to feel that their presence is being felt. Even if he is busy with a customer, the salesperson should take note of the entrance of another customer. He might do so by giving a nod or brief greeting. If possible, the salesperson should greet the customer by name. If neither the customer nor the salesperson is rushed, some small talk may be good. For example, a remark about the weather may be good. It also gives him a chance to state his need. Such talk makes the customer feel welcome.

The salesperson should gain the customer's good will. Neat clothing and a well arranged salesroom are helpful. Also the use of proper diction, and a positive manner help the salesperson gain customer good will.

Identifying Customer Needs and Desires

Usually you, as a salesperson, must try to find the customer's needs. You do this by asking questions. Sometimes a customer may be unaware of a need. He may, for example, be aware of his need to buy a corsage for his date. But he might not have thought of his own need for a boutonniere. Sometimes the customer may have a vague idea of what he needs but will need additional facts. For example, he may wish to buy a corsage but may not know the color needed. You must then help the customer select the right color. You do this by asking questions concerning the color of the gown to be worn.

You should avoid asking needless questions. The customer may feel he is being cross-examined. Or he may be in a hurry and feel you are delaying him. Again, if you ask too many questions, you may even create a desire for an item which is not available.

Sometimes a customer may know exactly what he needs. The task of the salesperson in such a case is to give prompt and polite service.

Showing the Flowers

You should make use of any or all of the five senses which can best be used in showing flowers. Research has shown that buyers use their senses in varying degrees. Sight is used 87 percent of the time, hearing is used 7 percent of the time, touch is used 3 percent of the time, smell is used 2 percent of the time, and taste is used 1 percent of the time.

You usually have a chance to appeal to all of these senses except taste. You should appeal to the customer's sense of sight by showing the flowers. The flowers should be removed from the refrigerator so that the customer can see, smell, and handle them.

If the customer does not make a choice, the salesperson should then show popular items of average price. Sometimes there are many items from which to choose. You should first give an overview of all of the items. After giving an overview of all items, you should show not more than two items at any one time. Salesmen sometimes place several items before the customer at one time. This makes choosing very hard for him.

If practical, each item should be shown by itself. This will cause each to receive more attention.

When practical, you should ask the customer to hold the flowers. The buyer should be asked to touch and smell the flowers. Note, however, that some flowers can be damaged by touch. For example gardenias turn brown when touched.

You should tell the customer how flowers can satisfy his needs. A thorough knowledge of the product is very important. You should paint a mental picture of the response the flowers are likely to evoke. However, too much talking on the part of the salesperson can ruin sales.

In such cases, the customer may conclude that the salesperson is more interested in making a sale than in being helpful.

Completing the Sale

The other three steps are of little value unless the sale is completed. Selling can also be costly. At $1.50 per hour, a sale which takes twenty minutes adds 50¢ to the cost of the item. It is important, then, that the sale be completed and that it be made quickly.

The salesperson should try to close the sale by helping the customer make minor choices. Enough flowers should be shown to allow proper selection. Objections should have been satisfactorily overcome. And the customer should appear to approve of the flowers being shown. Then the salesperson should try to close the sale.

The salesperson should help the customer to narrow his choices. He can do this by focusing his attention on the most suitable flowers. Putting away those items for which the customer has shown little interest is also helpful. Giving his opinion may help. And finally review of the advantages of the flowers being chosen may be helpful.

After the decision to buy, the salesperson should thank the customer. He should then wrap or package the flowers with care and see the customer to the door. At this time, small talk may be good.

Selling by Phone

As mentioned earlier, 75 percent of all sales in many retail flower shops are made by phone. Therefore, the salesperson should be skilled in making such sales. J. H. Kremers in "Telephone Salesmanship," Florists' Review of June, 1965, lists the following suggestions:

1. Answer the telephone as soon as it starts to ring.
2. Speak clearly and distinctly so the customer can easily understand you.
3. Give the name of your shop and your name. Most customers are annoyed if they have to ask what shop it is and to whom are they speaking.

4. Be cheerful and friendly and speak with a "smile" in your voice.
5. Be courteous and handle wrong numbers in a courteous manner.
6. Avoid coughing into the mouthpiece. Do not chew gum.
7. If you have to leave the phone, excuse yourself and place the receiver gently on the desk.
8. Always let the customer hang up first. You may even get an extra sale that the customer thinks of at the last minute. If you hang up first, you will lose it.
9. Know what flowers are on hand and their prices. This information should be on a sheet posted by the phone.
10. Be sure to spell names and addresses right and get the customer's name for billing. Read back the order to the customer to check for possible errors.
11. Be helpful, treat the customer with as much consideration on the phone as you would if he were in the store.
12. Use the same good English that you would if you were face to face with the customer in the store.
13. Let the customer set the pace, but help the customer to decide on the order. Make suggestions.
14. Acknowledge the customer's likes and dislikes.
15. On funeral orders, it is not in good taste to say "thank you." Rather, say, "We will take good care of this order for you."
16. Be sure to get the message for the card and make sure it is written neatly, in ink, and preferably in a ladies' handwriting.

PROBLEM AREA 6

RETAIL FLOWER SHOP MANAGEMENT

Student Learning Objectives

1. To learn why flower shops are located where they are.
2. To find out how much money is needed to start a flower shop.
3. To learn how a flower shop is organized and planned so it operates smoothly.
4. To learn how to properly handle flowers and decorative materials.
5. To learn how to get people to work together as a team.
6. To learn what records must be kept and how to use them in deciding what to do.

Key Questions

1. What are some of the important points to consider when deciding where to locate a flower shop?
2. How much money is needed to start a small flower shop?
3. What are the important points in handling flowers and decorative materials?
4. What are some of the main ideas in getting people to work together smoothly?
5. Why are good records necessary?
6. What are some of the major points in planning the interior of the retail flower shop?

New Words

Investment - money put into a business
Capital - dollar value of a business
Fixed capital - dollar value of buildings and equipment
Liquid capital - money available to spend
Merchandise - a product to be sold
Liable - responsible for
Securities - stocks and bonds
Fringe benefits - privileges beyond wages
Harmonious - going together well
Flow chart - a step-by-step picture of a process

Prerequisite - a requirement needed beforehand
Relative humidity - the percent of moisture dissolved in the air
Polyethylene - a kind of thin plastic film
Kimpack - a thick insulation mat made of paper
Kraft paper - a wrinkled heavy paper
Fixed costs - items for which the cost does not change
Variable costs - items for which the cost changes from time to time
Ledger - a record book with pages divided into lines and columns

FLOWER SHOP MANAGEMENT

You will be able to understand your job in a flower shop better if you know how your boss thinks. He wants to make money by selling flowers. He knows he can do this by combining well trained, enthusiastic people with good equipment and products, and enough money. Teamwork is essential.

The work of a flower shop manager is mostly making decisions. And they have to be good decisions. Decisions range from very important matters such as hiring people to work in the flower shop to less important matters such as choosing the color of wrapping paper. Some of the most important decisions to be made by him are discussed in this Problem Area.

Locating the Shop

Deciding where to locate the flower shop is a crucial decision. The quantity of flowers sold is directly related to location. Sales potential and competition must be carefully considered. People with higher incomes tend to spend more on flowers, so a flower shop should be located where these people buy things. The florist must find out how many flower shops already are located in the area. He must also figure out whether another shop is needed and whether it is likely to make money in that area.

Flower shops are usually located in the downtown sections of small towns and in the suburban shopping areas of large cities. The downtown shops in the larger cities are usually located on streets with the most foot traffic. "Cash and carry" flower shops are sometimes located near freeways on the outskirts of a town. However, some flower shops do not cater to the "walk-in" customers. They prefer to attract customers by advertisements and conduct business by telephone. These shops are usually located in "high class" residential areas.

Management of Finances

The success of the retail flower shop business is measured in terms of profit. This is the result of good management of money. The flower shop should return from six to eight percent on money invested. If it does not, the owner should sell the flower shop and invest his money in some other way. Most florists try to keep down the amount of money tied up in buildings and large equipment. This can be done by renting building, trucks, etc., rather than owning them. Renting also provides greater flexibility in the use of money.

Rent should not be more than six percent of the annual sales. A florist doing a $50,000 gross business might expect to pay about $3,000 in rent annually. This is about $250 per month.

Where rent is high, ownership may be better. Ownership also protects against rent increases. Usually, the amount of money required to start a business is relatively small when compared to another businesses with equal sales volume.

Sales volume is often low for the first several months for new shops. In fact, it may take 2 - 3 years for a flower shop to reach high sales volume, and high profit. When possible, it may be best to start by buying a flower shop of known volume.

The total investment needed for a flower shop renting space might be as follows:

1. Fixed capital	
2 refrigerators	$4,500.00
Other fixtures	500.00
Equipment and tools	500.00
Delivery truck	3,000.00
	8,500.00
2. Working capital	
Merchandise, pottery, ribbon, etc.	2,000.00
3. Money for current expenses - first year (flowers, wages, etc.)	
Cash in the bank	9,500.00
TOTAL	$20,000.00

The owner's salary, after all expenses except for a return on investment, varies with sales volume. The following table is an estimation of income according to sales volume (from Professor Alvi O. Voigt, Associate Professor of Agricultural Economics, The Pennsylvania State University).

	Range of Estimated Owner Income		
Gross Sales	Lower	Average	Upper
$ 30,000	4,000	5,000	6,000
50,000	4,500	6,500	7,500
75,000	5,000	8,500	9,500
100,000	7,500	10,000 +	?

Fire and accident insurance are necessities. A florist may be held liable for accidents such as fires caused by candles being used for decorating. A lady's dress may be soiled by dye from a corsage. A prop being used as a wedding could fall and injure a guest. The florist must be protected from these risks.

For complete coverage, the florist needs insurance on physical assets (buildings, equipment, etc.), money assets (cash), securities (stock certificates), members of the public, workers, and his own life.

Personnel Management

It is an interesting fact that profitable businesses are almost always ones in which the people involved work happily together. When you are a part of a smooth running team, the work gets done quickly and well. And the flower shop is profitable.

The manager of the flower shop can do a number of things to get and keep a smoothly operating team:

1. Have set policies for fair treatment of all workers.
2. Pay adequate and fair wages, and other benefits.
3. Have good working conditions.
4. Make each person feel he is doing an important job.
5. Let each employee know that his job is at least reasonably permanent (except those hired for just a few days at holiday times).
6. Give each person clearly defined duties and responsibilities.
7. Carefully select new employees.
8. Encourage workers to continue to learn and improve their abilities.

The manager should be courteous and fair in his dealings with all employees. He should be able to make fair and consistent decisions involving employees. He should be patient especially with new employees. He should put himself in the place of his employees before offering criticisms. The manager should be fair, courteous, open-minded, tolerant, and optimistic.

The manager should provide adequate wages or salaries for his employees. The salary must be adequate for the job done by the employee. Salary increases should be given when the employee has demonstrated increased productivity and/or responsibility. Wage increases can only come about with increased shop income. The sharing of increased profits, when possible, makes the employees happier and more confident that they are performing well. Employment compensation and social security are required by law in most businesses. Retirement, group life insurance, and group hospital insurance are fringe benefits many managers want their workers to have.

The manager should provide good working conditions. The flower shop should be clean, well-lighted, well-organized, and properly heated. If space permits, an employees' lounge area for lunch and coffee breaks should be provided. Music on an intercom system often improves working efficiency and has a good effect on customers. Although it is difficult to maintain an even work load and regular hours in flower shops, most managers attempt to do so. They try to distribute the inconvenient working hours among all employees. A paid vacation is often provided as part of the fringe benefits.

The manager should do all that he can to develop a feeling of teamwork among his employees. You feel better when the boss tells you you have done a particularly good job after you have put an extra effort into a very busy day. Although other duties do not often allow him to do so, the manager should occasionally help the employees with routine tasks.

The manager should select new employees carefully. He will try to select new employees who have good attitudes and whose personalities do not clash with those of the present employees. New employees should be briefed on working conditions and policies before they report for work.

In summary, the manager can do much to improve working relations among employees and between employees and himself. He must set up a definite policy to insure the fair treatment of employees. He should try to improve the salary and wage schedule in the flower shop. He can instill a feeling of success in his employees, and he should do a careful job of selecting employees.

You may wish to read further about teamwork on pp. 66 - 83, and 476 - 498 in reference no. 21, Retailing Principles and Practices.

Shop Layout

The flower shop should be easy to work in and attractive. It should be designed for efficiency and flexibility. Colors should be soft and harmonious. Adequate space should be provided for displays, sales, storage, office work, and design work. Preferably space should be provided for large holdings of pot plants during special occasions such as Christmas. Storage space for props for occasions such as weddings or funerals should be provided.

The shop front is a picture to passersby. It should match the architecture of the surroundings. Signs should blend with the style of the building.

Most flower shops use the entire sales area as a window display. The display area should be neat and reflect good taste. Excessive displays of flowers, pot plants, or crystal may give a cluttered appearance. Fresh flowers and plants should be in the window at all times. They are probably the most effective advertising for a flower shop.

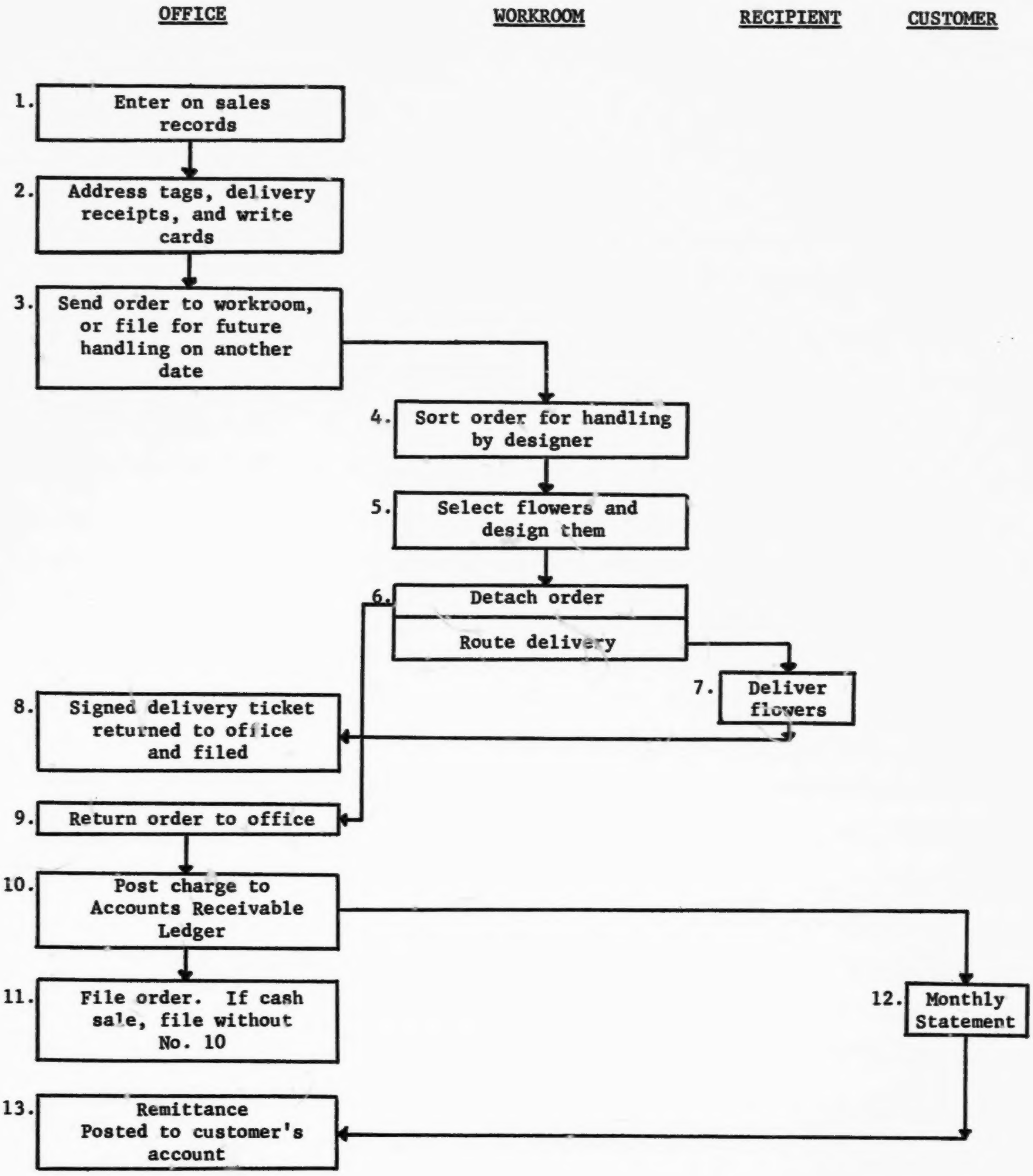
A well-planned work area can greatly reduce the time required to construct floral designs. The workbench, refrigerator, and sink should be conveniently located. Ribbon, wire, tape, containers, and holding devices are usually stored on nearby shelves or in workbench drawers.

A refrigerated room for cut flowers and greens is a necessity. A room or shelf area for containers, dried materials, and props is also needed.

Office space is essential. It should be large enough to use for private talks with customers. Some shops have a room set aside for talks only. In addition to these areas, some of the larger shops have small work rooms for building special holding devices or props. The shops usually have some welding, woodworking, and paint spraying equipment.

Customers like to know that their orders will be handled quickly. A reputation for quick service must be developed and maintained by careful planning to prevent mistakes and to insure prompt delivery. A planned system of handling orders saves time and money in getting the flowers packaged and delivered. Prompt billing results in prompt payment.

Some florists design a flow chart (shown on page 130) to show the procedure to be used in routing an order.


OFFICE
WORKROOM
RECIPIENT
CUSTOMER
1. Enter on sales records
2. Address tags, delivery receipts, and write cards
3. Send order to workroom, or file for future handling on another date
4. Sort order for handling by designer
5. Select flowers and design them
6. Detach order
Route delivery
7. Deliver flowers
8. Signed delivery ticket returned to office and filed
9. Return order to office
10. Post charge to Accounts Receivable Ledger
11. File order. If cash sale, file without No. 10
12. Monthly Statement
13. Remittance Posted to customer's account

John H. Liesveld, The Retail Florist (New York: The Macmillan Company, 1951), p. 147.

Handling Flowers

Only good quality flowers can be sold for a profit. Proper handling and storage are essential if good flowers are to be kept good. Most pot plants should be held at about 55° F. Since they are usually held in the flower shop, this temperature can be held only at night. Employee and customer comfort dictate a day temperature near 68° F. Cut flowers and greens should be stored at a temperature of 35° to 40° F. and at a relative humidity of 65 to 75 percent. Orchids, however, must be stored above 40°F. Many retail florists with only one refrigerator maintain the temperature at 40° to 44° F.

With special care, cut flowers will last several days; without such care, they may keep only a day or two. Upon arrival at the shop, they should be unwrapped and culled to remove defective flowers. Thorns and lower leaves are removed from the flower stems. One-half inch is cut from the lower end of the stems and the flowers are placed in clean containers of clean, warm water (100° - 110° F.). Succulent flowers (flowers with soft, water-filled stems — tulips and daffodils, for example) should be placed in deep water. The life of cut flowers having milky sap (poinsettia or poppies, for example) can be greatly extended by placing the lower two or three inches of the stem in ice water for 5 to 10 minutes. This seals the sap in the stem.

Cut flower life can be prolonged by adding commercial flower preservatives to the water in which the cut flowers are then placed. These preservatives are most effective if they are used by the grower, the wholesaler, the retailer, and the customer.

Most foliages used by the florist will keep well without water if boxed and placed in a refrigerator. Some exceptions are the soft leaf foliages such as Baker fern, Asparagus plumosus, and string smilax. These foliages should be wrapped in damp paper and kept under refrigeration. Certain foliages like croton, podocarpus, and eucalyptus should be kept in water.

Pot plants should be watered as soon as the soil becomes dry to the touch. Wilting damages the life of the plant — severe wilting results in unsalable plants. Apply enough water so that some water soaks completely through the soil at each watering. Avoid frequent light waterings. Most pot plants need water once a day while in flower. Avoid putting pot plants in cold drafts or close to heaters. Foliage plants should be gone over weekly for removal of yellowing foliage and dust. They should be cleaned before being sent out.

Packaging in cellophane bags, plastic bags, or wrapping paper can also help preserve the quality of cut flowers, foliages, pot plants, or arrangements. However, they can only be held in such containers for short periods.

Packaging for Protection and Sales Appeal

Flowers or arrangements may be packaged to protect them from temperature extremes, mechanical injury, and improper handling during delivery. Attractive packaging shows off the beauty of the flowers and adds sales appeal.

Most florists wrap home arrangements, pot plants, and funeral pieces with wax paper, polyethylene or cellophane before delivering. In the case of flowers of certain pot plants, such as poinsettias and Easter lilies, each individual flower must be carefully wrapped.

Corsages and bouquets are usually inserted into small plastic or cellophane bags and placed in boxes containing florists' tissue or cotton. Cut flowers are usually wrapped in cellophane or wax paper, or placed in boxes containing florists' tissue. If placed in boxes, the flowers are usually placed in layers separated by florists' tissue.

Some materials frequently used in packaging are listed as follows:

Packaging Material

Boxes

Cut flower box
  (available in many sizes)
Corsage box
  1. plastic
  2. acetate
  3. cardboard

Wrapping Materials

Kraft paper
Wax paper
Florists' tissue
Polyethylene
Pot wraps
Floral wrapping paper

Insulating and Cushioning Materials	Fastening Materials
Shredded wax tissue paper	Scotch tape
Cotton	Gummed tape
Newspaper	Tying tape
Kimpack	Twine
	Ribbon
	Staples

Delivery Services

If you are the deliveryman, you may be the only person working for the flower shop who personally contacts the customer. Therefore, you must make a good impression on the customer. You should dress neatly (preferably wear a uniform), talk pleasantly, have a knowledge of street locations, and have good driving habits. You should also know what the flowers are and how to handle them carefully. A reputation for prompt and careful delivery of flowers is important to a flower shop.

Extra deliverymen are usually hired during holiday seasons. Extra cars or trucks may be rented during such periods. Delivery trucks should have special racks for holding flower pieces. A spotlight is often needed for identifying house numbers or street signs. Heaters and air conditioners are needed.

A policy should be set up concerning delivery schedules. Some florists have regular route service, and extra charges are made for deliveries which cannot be made on the scheduled routes. Deliveries are often not made the same day on sales made after mid-afternoon. Exceptions are made for funeral orders. Hospitals and funeral parlors often have a policy of accepting flowers only during certain hours.

Record Keeping

A good record keeping system is essential for proper management. It should provide the florist with information concerning:

1. Total profit or loss
2. Profit or loss of each phase of the business (weddings, funerals, home arrangements, pot plants, corsages, cut flowers, and accessories)

3. Sales volume in each phase of the business by the day, week, month, and year
4. How certain changes in management practices result in higher profit, for example:
    a. price changes
    b. improving the work area
    c. variations in advertising
5. Costs - fixed and variable
6. Debts
7. Interest on borrowed money

Keeping records on the above items allows the florist to:

1. Base his pricing on more accurate estimates of supply and demand
2. Predict sales volume and adjust buying accordingly
3. Obtain a credit rating
4. Determine income taxes
5. Determine costs
6. Determine the profit accounted for by each phase or item of his business
7. Evaluate management decisions

The record keeping system should be simple. A simple record book listing the daily price of each item bought and sold may be adequate. However, it is difficult to obtain all the information desired from such a system. For this reason, it is perhaps simpler in the long run to keep a record broken down as follows:

1. The accounts receivable (what is owed to the store)
    a. owed
    b. paid
2. The accounts payable (what the store owes to suppliers, etc.)
3. The general ledger (the daily record of all transactions) which includes the following accounts:
    a. assets - everything owned or owed to the business
    b. liability - everything owed by the business
    c. proprietorship - amount the owner has invested
    d. expense - all expenses

Many larger florist shops use a billing and record system set up by various banks, National Cash Register Company, Florists Transworld Delivery, and other organizations. The florist sends his bills and transactions to a central office. It processes all the accounts for the florist and supplies him with daily, weekly, and monthly reports under the three items listed on the previous page. It also sends bills to the customer for the florist.

If you would like to read about management in greater detail see Chapters 5 and 11 in reference no. 22, The Retail Florist Business.

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